

**From:** [Courtney W. Story](#)  
**To:** [Romy S. Samuel](#); [Chad J. Brown](#)  
**Cc:** [Norman L. White](#); [Gilbert A. Montaño](#); [Audrey Jones](#)  
**Subject:** RE: STR Enforcement Phase In  
**Date:** Monday, August 26, 2019 5:53:03 PM

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Thank you Romy - this was very helpful.

I also wanted to check and see if you all had any data regarding your STR enforcement audit efforts that could be shared with Council.

Thanks again – and please let me know if you have any questions,

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Romy S. Samuel  
**Sent:** Monday, August 26, 2019 5:17 PM  
**To:** Chad J. Brown  
**Cc:** Courtney W. Story; Norman L. White; Gilbert A. Montaño; Audrey Jones  
**Subject:** RE: STR Enforcement Phase In

Chad,

Revenue currently has two (2) employees that were hired at the end of 2017 for STR enforcement, two (2) Auditor Assistants at \$79,543 each. Additional employees requested would include the following positions with salary plus fringes:

- 1-Audit Settlements Manager (\$103,960)
- 1-Senior Auditor (\$87,863)
- 2-Staff Auditor Assistants (2 @ \$79,289=\$158,578)
- 2-Tax Collections Specialists(2 @ \$50,942=\$101,884)

Employees we would like to hire immediately would be the Audit Manager, 2-Auditor Assistants and 1 Tax Collection Specialist. The remaining positions could be put in Phase II. If you have additional questions, I'm available to discuss at your earliest convenience. Thanks.

**Romy Schofield-Samuel**  
**Collector of Revenue**  
City of New Orleans  
Department of Finance  
Bureau of Revenue  
(504)658-1679-Direct  
(504)342-6172-Mobile  
[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

---

**From:** Chad J. Brown  
**Sent:** Monday, August 26, 2019 3:25 PM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Gilbert A.

Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>

**Subject:** STR Enforcement Phase In

Hi Romy,

I just wanted to follow up on our conversations last week about STR enforcement. Council has asked the CAO to present final plans for increasing staffing for STR Enforcement on Thursday 8.28 at the Governmental Affairs meeting.

Below is the staffing proposal from revenue that was submitted to Council in March. Could you please answer the following questions by **Tuesday 8.26 at 5PM:**

- (1) Are these still the positions needed to for enforcement based on the final regulations?
  - a. If not, please make any corrections.
- (2) The CAO has asked that staff are phased in, instead of hired all at once. Please identify the positions you will hire in phase I (hired by 12.1.19) vs phase II (sometime in 2020 – we will re-evaluate staffing levels and revenue continuously throughout the year).

.....		
<b>Revenue</b>	Collector	1
	Revenue Agent I	2
	Revenue Agent II	1
	Tax Collection Specialist I	1
	Tax Collection Specialist II	1

Additionally, could you please send us the titles and loaded salaries for any of your staff currently working on STR enforcement.

Please follow up with Courtney Story if you have questions.

Thanks,

Chad

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** For Romy  
**Date:** Monday, August 26, 2019 3:06:57 PM

---

Hi Romy,

I just wanted to follow up on our conversations last week about STR enforcement. Council has asked the CAO to present final plans for increasing staffing for STR Enforcement on Thursday 8.28 at the Governmental Affairs meeting.

Below is the staffing proposal from revenue that was submitted to Council in March. Could you please answer the following questions by **Tuesday 8.26 at 5PM:**

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<b>Revenue</b>	Collector	1
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Thanks,

Chad

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Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Tara G. Richard](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#); [Stephanie M. Hennings](#); [Deborah A. Vivien](#); [Norman L. White](#)  
**Cc:** [M. Tyler Russell](#); [Arthur C. Walton](#)  
**Subject:** Re: Governmental Affairs Committee -- August 29 at 10 a.m.  
**Date:** Wednesday, August 21, 2019 5:34:27 PM

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That is all I have received as well.

Sent from my Sprint Phone.

----- Original message -----

**From:** "Chad J. Brown" <cjbrown@nola.gov>  
**Date:** 8/21/19 5:07 PM (GMT-06:00)  
**To:** "Tara G. Richard" <tgrichard@nola.gov>, "Courtney W. Story" <Courtney.Story@nola.gov>, "Stephanie M. Hennings" <smhennings@nola.gov>, "Deborah A. Vivien" <deborah.vivien@nola.gov>, "Norman L. White" <Norman.White@nola.gov>  
**Cc:** "M. Tyler Russell" <mrussell@nola.gov>, "Arthur C. Walton" <Arthur.Walton@nola.gov>  
**Subject:** RE: Governmental Affairs Committee -- August 29 at 10 a.m.

Hi Tara,

As a follow up from the last GA meeting (7/29), information related to cost estimates for STR enforcement and drawdowns of on the Quality of Life Fund were provided to CM Palmer's office.

Following that, her Chief of Staff requested the CAO's office presence to discuss (the above) at the upcoming Governmental Affairs meeting (on Thursday August 29<sup>th</sup>).

That's the only request I'm aware of.

If I recall, you mentioned to us that the formal request was forthcoming. Please advise?

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Tara G. Richard  
**Sent:** Wednesday, August 21, 2019 4:45 PM  
**To:** Chad J. Brown <cjbrown@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>; Stephanie M. Hennings <smhennings@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>; Norman L. White <Norman.White@nola.gov>  
**Cc:** M. Tyler Russell <mrussell@nola.gov>; Arthur C. Walton <Arthur.Walton@nola.gov>

**Subject:** Governmental Affairs Committee -- August 29 at 10 a.m.

Have you received any requests from CM Palmer or Moreno for someone from the CAO's office to explain the breakdown in costs on STR enforcement? I put it on the GA calendar last week, but I haven't received anything else from either office.

Thanks.

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** FW: Roll Forward Task Force Meeting  
**Date:** Wednesday, August 21, 2019 5:17:43 PM

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**From:** Katie Donahue  
**Sent:** Wednesday, August 21, 2019 2:10 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** RE: Roll Forward Task Force Meeting

Hey Deb, understood. While this will definitely be a kickoff of sorts in terms of the big picture, John and Liana are also very interested in making sure we have all the available information on the front end so we can make informed decisions going forward. Liana specifically mentioned identifying key functions of each attendee as well as possibly establishing subcommittees and assignments, all of which will be helped by any information you have, even if it's not finalized. Thanks!

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**From:** Deborah A. Vivien  
**Sent:** Wednesday, August 21, 2019 1:24 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** RE: Roll Forward Task Force Meeting

Katie, two things:

- 1) The projections are very complicated and need to fit into any narrative that we will have concerning the tsunami of issues coming up in the Fall. If it's ok, I would like to discuss with the group how the roll forward is to be measured (police pay raises, short term rental losses, affordable housing, phase-in) to get an idea of how we should proceed with any modeling. It seems important that as much information as possible is considered on the front end in the hope that we will avoid as much as possible painting ourselves into a corner on the back end.
- 2) I'm expecting updated assessment data today that will show the latest changes allowing me to better estimate the roll back impact and the phase-in cost. From this, I can update the roll forward model that allows a marginal approach as it appears discussions may consider a partial roll forward. I would like to wait for this data which should get me closer to a reasonable magnitude.

Can we please use this first meeting to discuss how this effort will proceed, including the needs related to the bigger picture?

Thanks,

Deb  
8-8638

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**From:** Katie Donahue  
**Sent:** Wednesday, August 21, 2019 12:08 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** Roll Forward Task Force Meeting

Hi Deb,

I am putting materials together for tomorrow's meeting and was wondering if you had the following – revenue projections for plugging the gap/relevant assessment info. Please send over anything you think would be useful so I can compile everything beforehand! Appreciate it.

Katie Donahue  
Special Assistant to the Chiefs of Staff  
Office of Mayor LaToya Cantrell | City of New Orleans  
Office: (504) 658-4298  
Cell: (504) 578-5426

**From:** [Tara G. Richard](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#); [Gilbert A. Montaño](#); [Norman L. White](#); [Deborah A. Vivien](#); [Romy S. Samuel](#); [Stephanie M. Hennings](#)  
**Cc:** [M. Tyler Russell](#); [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Jabarie R. Walker](#); [Rosine Pemasanga](#); [Miles H. Tepper](#); [Monika A. Gerhart](#); [Daniel Jatres](#); [Katie Donahue](#)  
**Subject:** Signed Copies of Ordinance (STR)  
**Date:** Wednesday, August 21, 2019 1:44:25 PM  
**Attachments:** 028157 MCS.pdf

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Just making sure you have a copy of this STR Ordinance (as amended).

Thanks.

Tara



**From:** [Zachary R. Smith](#)  
**To:** [Gilbert A. Montaña](#)  
**Subject:** FW: Notes on STR Enforcement Staffing for CAO Montaña.docx  
**Date:** Wednesday, August 21, 2019 12:27:53 PM  
**Attachments:** Notes on STR Enforcement Staffing for CAO Montaña.docx

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My mistake. This did not have you on the email originally.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
[zrsmith@nola.gov](mailto:zrsmith@nola.gov)  
504-658-7114

---

**From:** Jennifer R. Cecil  
**Sent:** Monday, August 19, 2019 6:42 PM  
**To:** Chad J. Brown <cjbrown@nola.gov>; Courtney W. Story <Courtney.Story@nola.gov>  
**Cc:** Deborah A. Vivien <deborah.vivien@nola.gov>; Zachary R. Smith <zrsmith@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>; Chad C. Dyer <ccdyer@nola.gov>  
**Subject:** Notes on STR Enforcement Staffing for CAO Montaña.docx

Chad and Courtney,

Please find attached the information for Mr. Montaña as discussed on Friday. Please let me know if I left anything out or can supply anything else.

Thanks,  
Jen

---

Jennifer Cecil  
Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#); [Chad J. Brown](#); [Courtney W. Story](#)  
**Subject:** STR spending memo  
**Date:** Tuesday, August 20, 2019 6:16:23 PM  
**Attachments:** STR spending memo.docx

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Reasoning behind the spending discussion hopefully occurring prior to the public meeting.

**From:** [Courtney W. Story](#)  
**To:** [Romy S. Samuel](#)  
**Cc:** [Norman L. White](#); [Chad J. Brown](#); [Jennifer R. Cecil](#); [Mailan T. Le](#)  
**Subject:** RE: Gov Affairs Meeting Prep  
**Date:** Tuesday, August 20, 2019 9:40:33 AM

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Hi Romy –

Council hasn't provided specific requirements outside of asking that the administration expand enforcement efforts. Gilbert has asked that the subject matter experts make recommendations for what staffing levels they feel will best accomplish their own internal goals for increasing enforcement efforts.

Let me know if you have any other questions or need any more information.

Thanks,

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**From:** Romy S. Samuel  
**Sent:** Tuesday, August 20, 2019 9:01 AM  
**To:** Courtney W. Story  
**Cc:** Norman L. White; Chad J. Brown; Jennifer R. Cecil; Mailan T. Le  
**Subject:** RE: Gov Affairs Meeting Prep

Courtney,

Thanks for the updates. It's important to know what the enforcement expectations are so we are able to hire the appropriate staff to handle the task effectively. We've gone through several versions of the enforcement conversation and its changed from the initial discussion. To that end, if the Council is expecting more audits, I may need to adjust Revenue's request to include more Auditors. Do we know what the Council expects by way of enforcement? We want to be as effective as we can and hire who we need to accomplish this assignment. Please advise.

**Romy Schofield-Samuel**  
**Collector of Revenue**  
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Department of Finance  
Bureau of Revenue  
(504)658-1679-Direct  
(504)342-6172-Mobile  
[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

---

**From:** Courtney W. Story

**Sent:** Monday, August 19, 2019 6:15 PM

**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>

**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>

**Subject:** RE: Gov Affairs Meeting Prep

Hey Romy,

Just wanted to follow up – I've been out of the office at Jury Duty today so just had a chance to catch up on e-mails... sorry for the delay.

Earlier this year the CAO worked with finance and S&P to propose increasing staffing for STR enforcement per the request of council. The proposed staff/funding levels that were sent to council in the attached memo are below. The costs were based on salaries + fringes for each position as well as funding the other operating budget to fund computers and other tech.

#### Implementation Costs

In order to ensure that the City is adequately staffed to handle Short Term Rental Enforcement, the following positions are needed:

Dept.	Position	Personal Services	Other Operating	Total Cost
Safety & Permits	(2) Code Enforcement Inspectors;	\$226,958	\$20,000	\$246,958
	(2) Code Enforcement Inspector Supervisors			
	(3) Staff members exclusively for web-based enforcement			
Law	(3) Attorneys	\$ 405,877	\$0	\$405,877
	Platform Accountability Fund*	\$0	\$1,000,000	\$1,000,000
Revenue	(1) Collector; (1) Revenue Agent II; (2) Revenue Agent I, (1) Tax Collection Specialist I; and (1) Tax Collection Specialist II	\$290,522	\$50,000	\$290,522
<b>Total Implementation Costs</b>		<b>\$2,205,748</b>		

\* Fund dedicated to litigation efforts required to defend any platform regulations enacted or other challenges to the law

This information was sent to council with the caveat that it may change due to the uncertainty surrounding their final rule changes. Gilbert was asked to present on both current and proposed STR enforcement efforts now that the rules are final. While we know a substantial amount of enforcement is borne through indirect costs, finance, law, and S&P incur the brunt of the direct costs, which is why we are focusing on these departments first.

As Chad mentioned in another e-mail - we are hoping to provide Gilbert with confirmation that the above staffing is correct based on the final rules, and if not, what changes need to be made. Gilbert also asked departments to provide information about a phased in approach for hiring, as opposed to hiring all at once, as well as for information regarding how many of your current staff are dedicated to STR tax collection/enforcement.

Let me know if you have any questions or need any other information.

Thanks,

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**From:** Romy S. Samuel  
**Sent:** Monday, August 19, 2019 5:14 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** FW: Gov Affairs Meeting Prep

Jennifer,

Do you have information regarding Chad's statement below as it relates to Revenue? If so, please forward those immediately and any pertinent information explaining background on how the numbers were generated. Thanks.

**Romy Schofield-Samuel**  
Collector of Revenue  
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Department of Finance  
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---

**From:** Chad J. Brown  
**Sent:** Monday, August 19, 2019 4:20 PM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** RE: Gov Affairs Meeting Prep

Hey Romy,

Anthony (from Revenue was able to attend).

We will be creating a presentation for the CAO to present on both the breakdown of the Quality of Life Fund and the breakdown in costs on STR enforcement (revised).

You may want to check in with Jen to revise or update any Revenue relate costs for enforcement (based on any guidance from Jen and discussions from the last GA meeting).



Thanks.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Chad J. Brown](#)  
**To:** [Courtney W. Story](#)  
**Subject:** Re: Gov Affairs Meeting Prep  
**Date:** Tuesday, August 20, 2019 9:38:03 AM

---

Yes.. say that..

Sent from my iPhone

On Aug 20, 2019, at 9:16 AM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Let me know how you want me to respond. Basically you already answered this question... council hasn't given specific instructions so it's whatever the SMEs feel will best accomplish their own internal goals

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**Sent:** Tuesday, August 20, 2019 9:01 AM  
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Courtney,

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**Romy Schofield-Samuel**  
**Collector of Revenue**  
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(504)658-1679-Direct  
(504)342-6172-Mobile  
[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

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**Sent:** Monday, August 19, 2019 6:15 PM

**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>

**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>

**Subject:** RE: Gov Affairs Meeting Prep

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	(3) Staff members exclusively for web-based enforcement	\$182,391	\$30,000	\$212,391
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Let me know if you have any questions or need any other information.

Thanks,

Courtney



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Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
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Jennifer,

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**Romy Schofield-Samuel**  
**Collector of Revenue**  
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Department of Finance  
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[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

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**From:** Chad J. Brown  
**Sent:** Monday, August 19, 2019 4:20 PM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** RE: Gov Affairs Meeting Prep

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You may want to check in with Jen to revise or update any Revenue relate costs for

enforcement (based on any guidance from Jen and discussions from the last GA meeting).

Thanks.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Jennifer R. Cecil](#)  
**To:** [Courtney W. Story](#)  
**Subject:** RE: Gov Affairs Meeting Prep  
**Date:** Monday, August 19, 2019 5:59:24 PM  
**Attachments:** CAO\_Memo.ShortTermRentalEnforcement.pdf

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Sure, Romy.

The chart below is from the attached memo that Gilbert sent back in February. What I understand he has asked us to do is to present him with some different scenarios based on the law as passed so that he can answers Council questions about his proposed staffing plan.

I'm sending information to Chad Brown showing him:

1. Our current staffing level related to STRs
2. What we anticipated needing back in the February Memo
3. What a first step/phase of the February Memo might look like
4. What a second step/phase of the February Memo might look like

We are also including some charts and graphs related the frequency of STR complaints and numbers of violation cases. I think he'd like any information that is relevant to his decision making or that supports that additional agents leads to additionaly collections type thing

#### Implementation Costs

In order to ensure that the City is adequately staffed to handle Short Term Rental Enforcement, the following positions are needed:

Dept.	Position	Personal Services	Other Operating	Total Cost
Safety & Permits	(2) Code Enforcement Inspectors;	\$226,958	\$20,000	\$246,958
	(2) Code Enforcement Inspector Supervisors			
	(3) Staff members exclusively for web-based enforcement	\$182,391	\$30,000	\$212,391
Law	(3) Attorneys	\$ 405,877	\$0	\$405,877
	Platform Accountability Fund*	\$0	\$1,000,000	\$1,000,000
Revenue	(1) Collector; (1) Revenue Agent II; (2) Revenue Agent I, (1) Tax Collection Specialist I; and (1) Tax Collection Specialist II	\$290,522	\$50,000	\$290,522
<b>Total Implementation Costs</b>		<b>\$2,205,748</b>		

\* Fund dedicated to litigation efforts required to defend any platform regulations enacted or other challenges to the law

Dept	Job Code	Job Title	Annual Rate	Salary with Benefits
FIN	C0450	REVENUE COLLECTOR	\$90,567.00	\$127,691.86
FIN	C0445	REVENUE FIELD AGENT	\$40,896.00	\$62,702.33
FIN	C0441	REVENUE FIELD SPECIALIST I	\$53,570.00	\$79,284.99
FIN	C0442	REVENUE FIELD SPECIALIST II	\$56,488.00	\$83,103.90
FIN	C0438	TAX COLLECTION SPECIALIST I	\$31,117.00	\$49,909.48
FIN	C0440	TAX COLLECTION SPECIALIST II	\$34,368.00	\$54,164.09
<b>Subtotal FIN</b>				<b>\$456,856.65</b>

---

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Romy S. Samuel

**Sent:** Monday, August 19, 2019 5:14 PM

**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>

**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** FW: Gov Affairs Meeting Prep

Jennifer,

Do you have information regarding Chad's statement below as it relates to Revenue? If so, please forward those immediately and any pertinent information explaining background on how the numbers were generated. Thanks.

**Romy Schofield-Samuel**

Collector of Revenue

City of New Orleans

Department of Finance

Bureau of Revenue

(504)658-1679-Direct

(504)342-6172-Mobile

[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

---

**From:** Chad J. Brown

**Sent:** Monday, August 19, 2019 4:20 PM

**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>

**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** RE: Gov Affairs Meeting Prep

Hey Romy,

Anthony (from Revenue was able to attend).

We will be creating a presentation for the CAO to present on both the breakdown of the Quality of

Life Fund and the breakdown in costs on STR enforcement (revised).

You may want to check in with Jen to revise or update any Revenue relate costs for enforcement (based on any guidance from Jen and discussions from the last GA meeting).

Thanks.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Chad J. Brown](#)  
**To:** [Romy S. Samuel](#)  
**Cc:** [Courtney W. Story](#); [Norman L. White](#)  
**Subject:** RE: STR  
**Date:** Monday, August 19, 2019 5:58:29 PM

---

Hey Romy,

Nothing it has not been articulated or formalized. I believe we were going to look at all staffing options (based on costs) for being:

- Fully staffed
- An Incremental staff (phase in)
- Light staff

The thinking is to understand the impacts on revenue of the new regulations.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Romy S. Samuel  
**Sent:** Monday, August 19, 2019 5:18 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** STR

Chad,

Has it ever been articulated what the Council's expectation for enforcement is for Revenue? The conversation has changed since its inception and I'm not aware of what the ask is. Please advise.

**Romy Schofield-Samuel**  
Collector of Revenue  
City of New Orleans  
Department of Finance  
Bureau of Revenue  
(504)658-1679-Direct  
(504)342-6172-Mobile  
[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

**From:** [Romy S. Samuel](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#); [Mailan T. Le](#)  
**Cc:** [Norman L. White](#)  
**Subject:** RE: Gov Affairs Meeting Prep  
**Date:** Monday, August 19, 2019 5:05:50 PM

---

According to a news report, Finance received 12.2% of the STR enforcement funding, did this ever materialize? Its roughly \$730k, was that ever appropriated to Revenue? Please advise. Thanks.

---

**From:** Chad J. Brown  
**Sent:** Monday, August 19, 2019 4:20 PM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** RE: Gov Affairs Meeting Prep

Hey Romy,

Anthony (from Revenue was able to attend).

We will be creating a presentation for the CAO to present on both the breakdown of the Quality of Life Fund and the breakdown in costs on STR enforcement (revised).

You may want to check in with Jen to revise or update any Revenue relate costs for enforcement (based on any guidance from Jen and discussions from the last GA meeting).

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Romy S. Samuel  
**Sent:** Monday, August 19, 2019 11:44 AM  
**To:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** RE: Gov Affairs Meeting Prep

Courtney,

Did this meeting occur? Can you forward the notes?

---

**From:** Courtney W. Story  
**Sent:** Friday, August 16, 2019 9:13 AM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>

**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** Gov Affairs Meeting Prep

Hi Romy and Mailan,

The Gov Affairs committee asked Gilbert to present on 8.29 regarding Short Term Rental enforcement. Gilbert will be out of town next week - so we are hoping that we can make the most of the 30 minute prep meeting we have today so he feels comfortable speaking on the topic to the committee.

Could you all please bring some data on STR enforcement to this afternoon's meeting that highlights the enforcement efforts you all conduct? I'm not entirely sure what data would be appropriate or is easily available – but we are hoping to provide council with an overview of the “current state”.

Thanks and let me know if you have any questions or need any support.

Courtney

--

Courtney Werpy Story, MPH

*Innovation Manager*

**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112

Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)



**From:** [Chad J. Brown](#)  
**To:** [Gilbert A. Montaño](#)  
**Cc:** [Deborah A. Vivien](#); [Courtney W. Story](#)  
**Subject:** RE: 8.29 Gov Affairs Prep - Follow Up  
**Date:** Monday, August 19, 2019 5:03:17 PM

---

OK.

Courtney just sent an invite with the call information.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Gilbert A. Montaño  
**Sent:** Monday, August 19, 2019 4:58 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Cc:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** Re: 8.29 Gov Affairs Prep - Follow Up

I'm free.

Sent from my iPhone

On Aug 19, 2019, at 5:04 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

OK. Let me know the best time and we can arrange a conference line.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Gilbert A. Montaño  
**Sent:** Monday, August 19, 2019 3:53 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** Re: 8.29 Gov Affairs Prep - Follow Up

Not sure what dynamic or confusion is happening. Let's get on a call after my last lecture today. I will be calling Council BEFORE the Committee, mainly CM Palmer.

Sent from my iPhone

On Aug 19, 2019, at 4:50 PM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

From this, it is my understanding that Gilbert will be calling the CMs

directly. Will those calls occur before the GA meeting or after? It has more to do with when he needs the information than it does with the presentation per se.

---

**From:** Chad J. Brown  
**Sent:** Monday, August 19, 2019 3:41 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** RE: 8.29 Gov Affairs Prep - Follow Up

Yes, and Gilbert said (in our meeting) that he would be calling the CMs directly to discuss just that.

I'm not sure that that has to do with his presentation.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Monday, August 19, 2019 3:38 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** RE: 8.29 Gov Affairs Prep - Follow Up

Gilbert, you and I discussed talking to the Council members prior to the meeting about the STR enforcement costs in an effort to connect it with sharply declining revenue in light of the platform's agreeing to enforce. Has that initiative changed to after the presentation?

Thanks,

Deb

---

**From:** Chad J. Brown  
**Sent:** Monday, August 19, 2019 3:31 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Norman L. White

<[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** RE: 8.29 Gov Affairs Prep - Follow Up

I understand that Gilbert will be presenting and will be following up with specific Councilmembers directly.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Deborah A. Vivien

**Sent:** Friday, August 16, 2019 4:18 PM

**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>

**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** RE: 8.29 Gov Affairs Prep - Follow Up

Are we going to try to talk to Council before the agenda is released?

---

**From:** Chad J. Brown

**Sent:** Friday, August 16, 2019 4:15 PM

**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>

**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** 8.29 Gov Affairs Prep - Follow Up

Hi Gilbert,

After you left, the team solidified plans to complete both the narrative and presentation for the Government Affair meeting (8/29). As discussed, our priority will be completing the narrative first.

Please keep us posted on any Council conversations you have in the meantime (as they may potentially inform the presentation). If you need anything to prepare for your call with CM Palmer, let me know and I will have the team pull it together this evening.

By EOD on Tuesday, I will ask Deb and Jen to provide Courtney and I with their pieces of the narrative. From there, Courtney and I will organize everything in a way that flows and tells the story. We will also build the

presentation from the narrative. Our goal is to have a draft for your review by end of day on Wednesday.

Let me know if you would like to set up a conference call on Thursday afternoon to discuss. Note that will have a few days the week to August 26 to do any final preparations.

Thanks,

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: Gov Affairs Meeting Prep  
**Date:** Monday, August 19, 2019 11:44:41 AM

---

Can you follow up w/Romy on this? I'm not sure we needed any action items from their team.

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Romy S. Samuel  
**Sent:** Monday, August 19, 2019 11:44 AM  
**To:** Courtney W. Story; Mailan T. Le  
**Cc:** Chad J. Brown; Norman L. White  
**Subject:** RE: Gov Affairs Meeting Prep

Courtney,

Did this meeting occur? Can you forward the notes?

---

**From:** Courtney W. Story  
**Sent:** Friday, August 16, 2019 9:13 AM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** Gov Affairs Meeting Prep

Hi Romy and Mailan,

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Could you all please bring some data on STR enforcement to this afternoon's meeting that highlights the enforcement efforts you all conduct? I'm not entirely sure what data would be appropriate or is easily available – but we are hoping to provide council with an overview of the “current state”.

Thanks and let me know if you have any questions or need any support.

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)



**From:** [Jennifer R. Cecil](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#); [Deborah A. Vivien](#)  
**Subject:** Fwd: Media Request (time sensitive)  
**Date:** Friday, August 16, 2019 3:15:06 PM

---

Below are my draft answers to the questions from fox8

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

Begin forwarded message:

**From:** "Joseph M. Caruso" <[Joseph.Caruso@nola.gov](mailto:Joseph.Caruso@nola.gov)>  
**Date:** August 13, 2019 at 8:04:23 PM CDT  
**To:** "Jennifer R. Cecil" <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Cc:** "Zachary R. Smith" <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
**Subject:** Re: Media Request (time sensitive)

I'll give you a call about this tomorrow. Gilbert did an interview with Fox 8 late in the day

Sent from my iPhone

On Aug 13, 2019, at 7:45 PM, Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)> wrote:

- 1.) How has the \$6 million designated for enforcement been divied up?  
**Please refer this question to CAO's Office. If they refuse comment, maybe say something like :** This fund is a drawdown fund, which means the money is not received in an upfront allotment. Rather the city has to submit requests to draw it down based on its actual expenditures. It has been drawn down on the basis of many departments real costs of enforcing the impacts of Short Term Rentals. As with anything else under this administration, enforcement is holistic interagency endeavor. These funds have been used to cover the costs of departments performing nuisance, zoning, and tax enforcement and adjudications like the Bureau of Revenue, Department of Safety and Permits, and City Attorney's Office. It has also been drawn down on the basis of departments analyzing the effectiveness of regulations and drafting new ones such as City Planning Commission, Economic Development, and City Council.
- 2.) Does the city have enough money for enforcement?  
**Please refer this question to CAO's Office. If they refuse comment, maybe say something like::** "The City will fund enforcement through fees and funding from sources like the State Quality of Life Fund. Enforcement will be adequately funded to ensure the changes in regulations are

meaningfully adhered to. We are committed to maximizing the impact of the funds that we are able to seek reimbursement for, and are working diligently to ensure that we will not overspend as new regulations take effect and cause revenue fluctuations.”

3.) Is the city considering creating an “enforcement office”? **Mr. Caruso – Please edit this down for the inquirer. The attached memo from Gilbert to Helena summarizes this sort of on P2**

R-19-7 resolved that CAO should examine “the feasibility of creating a standalone office to strengthen short term enforcement so that monies from the NOQLF are not distributed to multiple City Departments.”

**Challenges: Constraints of Authority based on the Home Rule Charter and Multi-Agency Duties**

- <!--[if !supportLists]-->1. <!--[endif]-->The power to administer and enforce the zoning ordinances, as well as any other laws and regulations under which permits are required, rests with the Department of Safety and Permits (“Safety & Permits”) under Section 4-702(1).
- <!--[if !supportLists]-->2. <!--[endif]-->Safety and Permits also has the exclusive authority to issue permits under the Charter (Section 4-702(2)).
- <!--[if !supportLists]-->3. <!--[endif]-->Collection of taxes and fees is delegated by Charter to the Department of Finance (“Finance”) in Section 4-1301(1).
- <!--[if !supportLists]-->4. <!--[endif]-->While most enforcement activity can be located in a single unified office, there are other enforcement actions related to Short Term Rental activities that inseparably involve other agencies in direct and indirect manners. For instance, the City Planning Commission continues to perform studies aimed to altering what standards are enforced; Neighborhood Engagement will continue to exist as a point of access for bringing complaints to the city’s attention; NOPD will respond to disruptive and suspicious activity; the Bureau of Accounting will approve of fines and fees deposited in the City’s General Ledger; etc.

**Recommendation: Assign Most STR Enforcement to S&P and Expand Dedicated Legal Capacity**

- 1. & 2. Any office established for unified STR enforcement would have to exist within an agency authorized by the City Charter. The overwhelming majority of the concerns from the public and City Council related to Short Term Rental enforcement are zoning violations. Since the Department of Safety and



Permits is the only agency authorized to interpret and enforce zoning matters, it is recommended that Safety and Permits is best suited to house such an office.

3. Tax collection may only be performed by the Department of Finance. Due to the confidential nature of tax information pursuant to LA RS 47:349, it is likely not possible nor appropriate to assign revenue agents or their duties to another department. However, since most public facing functions are not related to such information, having a dedicated, but separate unit in the Department of Finance dedicated to Short Term Rentals would most appropriate. Additionally, there are a number of similar issues which, by necessity, concern both Finance and Safety & Permits, including Alcoholic Beverage Outlet permits, occupational licensure, and other related issues.
4. It is operationally inefficient and legally problematic to incorporate every single activity, like the examples in 4 above, that is ancillary to STR enforcement in a single office. Nearly all direct costs for what the council perceives as enforcement may be located within a single office—the Department of Safety and Permits. There is and will continue to a justification for some portion of NOQLF fund to be deposited in the General Fund.

---

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

-----Original Message-----

From: Zachary R. Smith

Sent: Tuesday, August 13, 2019 4:04 PM

To: Joseph M. Caruso <[Joseph.Caruso@nola.gov](mailto:Joseph.Caruso@nola.gov)>

Cc: Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>

Subject: Re: Media Request (time sensitive)

Some of these will be best answered by the CAOs office.

Zachary Smith, AIA, CBO

Director

Department of Safety & Permits

[zrsmith@nola.gov](mailto:zrsmith@nola.gov)

504-658-7114

> On Aug 13, 2019, at 3:42 PM, Joseph M. Caruso  
<[Joseph.Caruso@nola.gov](mailto:Joseph.Caruso@nola.gov)> wrote:

>

> Here is what I got from her:

>

> -----Original Message-----

> From: Mozzone, Katherine [<mailto:kmozzone@fox8live.com>]

> Sent: Tuesday, August 13, 2019 2:42 PM

> To: DIST\_Communications <[Communications@nola.gov](mailto:Communications@nola.gov)>

> Subject: Media Request (time sensitive)

>

> EMAIL FROM EXTERNAL SENDER

>

>

>

> My existing request for an interview still stands. However, I have a few other questions related to enforcement that may be better answered by administration.

>

> 1.) How has the \$6 million designated for enforcement been divided up?

>

> 2.) Does the city have enough money for enforcement?

>

> 3.) Is the city considering creating an "enforcement office"?

>

> Thanks!

> Katherine

>

> Sent from my iPhone

<[CAO\\_Memo.ShortTermRentalEnforcement.pdf](#)>

**From:** [Zachary R. Smith](#)  
**To:** [Courtney W. Story](#)  
**Cc:** [Jennifer R. Cecil](#); [Chad J. Brown](#)  
**Subject:** Re: Gov Affairs Meeting Prep  
**Date:** Friday, August 16, 2019 10:53:54 AM

---

I'm in Austin at an STR thing. I know Jen will knock it out of the park for y'all.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
[zrsmith@nola.gov](mailto:zrsmith@nola.gov)  
504-658-7114

On Aug 16, 2019, at 9:07 AM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Hi Jen and Zach,

Gilbert will be out of town next week so we are hoping that we can make the most of the 30 minute prep meeting we have today so he feels comfortable speaking on the topic to the committee.

Could you all please bring some data on enforcement to this afternoon's meeting - both pre and most moratorium. We want to highlight to the council (again) what efforts we are already taking. We are asking the same of revenue.

I was thinking that the data should include number of cases, number of cases adjudicated, length from complaint to resolution, volume of complaints received, etc. Y'all know the data available much better than I so feel free to include whatever you feel is most appropriate.

Thanks and let me know if you have any questions or need any support.

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Chad J. Brown](#)  
**To:** [Chad J. Brown](#); [Stephanie M. Hennings](#); [Courtney W. Story](#)  
**Subject:** FW: STR enforcement estimates  
**Date:** Wednesday, August 14, 2019 3:13:38 PM  
**Attachments:** image001.png

---

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Andrew J. Sullivan  
**Sent:** Wednesday, August 14, 2019 2:53 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Subject:** RE: STR enforcement estimates

Hi Deb and Gilbert,

Thank you for providing this breakdown. Cm. Palmer is asking for a budget narrative explaining the spreadsheets, and is also requesting your presence at the Governmental Affairs meeting on Thursday August 29<sup>th</sup> at 10am to discuss. Please let me know if you have any questions. Thanks!

**Andrew Sullivan**

**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112

[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

Office: (504) 658-1032

Cell: (504) 496-8889

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---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, August 13, 2019 6:43 PM  
**To:** Kristin G. Palmer <[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)>; Helena N. Moreno <[Helena.Moreno@nola.gov](mailto:Helena.Moreno@nola.gov)>; Joseph I. Giarrusso <[Joseph.Giarrusso@nola.gov](mailto:Joseph.Giarrusso@nola.gov)>; Jared C. Brossett <[jcbrossett@nola.gov](mailto:jcbrossett@nola.gov)>; Cyndi Nguyen <[Cyndi.Nguyen@nola.gov](mailto:Cyndi.Nguyen@nola.gov)>  
**Cc:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; David S. Gavlinski <[dsgavlinski@nola.gov](mailto:dsgavlinski@nola.gov)>; Calvin J. Aguillard <[cjaguillard@nola.gov](mailto:cjaguillard@nola.gov)>; Andrew V. Tuozzolo <[avtuozzolo@nola.gov](mailto:avtuozzolo@nola.gov)>; Andrew J.

Sullivan <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>; Domonique C. Dickerson <[dcdickerson@nola.gov](mailto:dcdickerson@nola.gov)>; Amanda B. Rizzo <[Amanda.Rizzo@nola.gov](mailto:Amanda.Rizzo@nola.gov)>; Terrie C. Guerin <[tguerin@nola.gov](mailto:tguerin@nola.gov)>; Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>

**Subject:** STR enforcement estimates

All,

Attached are the cost estimates for STR enforcement as requested at the Governmental Affairs Committee meeting. In the attached Expenditures file, the two columns are related to the first and second draws on the Quality of Life Fund of \$2M and \$4.1M. These are the Other Operating expenses from July 1, 2018 through February 22, 2019. The salaries and related benefits are added as Personal Services for a total STR enforcement effort.

The Agency Assumptions file contains the estimated percentage of each agency's general fund expenditures that were utilized for code enforcement.

Please get in touch with questions.

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Tara G. Richard](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#); [Stephanie M. Hennings](#); [M. Tyler Russell](#); [Deborah A. Vivien](#)  
**Subject:** Fwd: STR enforcement estimates  
**Date:** Wednesday, August 14, 2019 3:07:05 PM  
**Attachments:** image001.png

---

Fyi.

Sent from my Sprint Phone.

----- Original message -----

**From:** "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>  
**Date:** 8/14/19 2:53 PM (GMT-06:00)  
**To:** "Deborah A. Vivien" <deborah.vivien@nola.gov>, "Gilbert A. Montano" <Gilbert.Montano@nola.gov>  
**Cc:** "Tara G. Richard" <tgrichard@nola.gov>  
**Subject:** RE: STR enforcement estimates

Hi Deb and Gilbert,

Thank you for providing this breakdown. Cm. Palmer is asking for a budget narrative explaining the spreadsheets, and is also requesting your presence at the Governmental Affairs meeting on Thursday August 29<sup>th</sup> at 10am to discuss. Please let me know if you have any questions. Thanks!

**Andrew Sullivan**  
**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112  
[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)  
Office: (504) 658-1032  
Cell: (504) 496-8889

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---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, August 13, 2019 6:43 PM  
**To:** Kristin G. Palmer <Kristin.Palmer@nola.gov>; Helena N. Moreno <Helena.Moreno@nola.gov>; Joseph I. Giarrusso <Joseph.Giarrusso@nola.gov>; Jared C. Brossett <jcbrossett@nola.gov>; Cyndi Nguyen <Cyndi.Nguyen@nola.gov>  
**Cc:** Gilbert A. Montano <Gilbert.Montano@nola.gov>; David S. Gavlinski <dsgavlinski@nola.gov>;

Calvin J. Aguiard <cjaguillard@nola.gov>; Andrew V. Tuozzolo <avtuozzolo@nola.gov>; Andrew J. Sullivan <Andrew.Sullivan@nola.gov>; Domonique C. Dickerson <dc dickerson@nola.gov>; Amanda B. Rizzo <Amanda.Rizzo@nola.gov>; Terrie C. Guerin <tguerin@nola.gov>; Tara G. Richard <tgrichard@nola.gov>

**Subject:** STR enforcement estimates

All,

Attached are the cost estimates for STR enforcement as requested at the Governmental Affairs Committee meeting. In the attached Expenditures file, the two columns are related to the first and second draws on the Quality of Life Fund of \$2M and \$4.1M. These are the Other Operating expenses from July 1, 2018 through February 22, 2019. The salaries and related benefits are added as Personal Services for a total STR enforcement effort.

The Agency Assumptions file contains the estimated percentage of each agency's general fund expenditures that were utilized for code enforcement.

Please get in touch with questions.

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Chad J. Brown](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#)  
**Subject:** FW: STR enforcement estimates  
**Date:** Wednesday, August 14, 2019 9:47:13 AM  
**Attachments:** Agency Assumptions STR.pdf  
Expenditures by QOL drawdown STR.pdf

---

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, August 13, 2019 6:43 PM  
**To:** Kristin G. Palmer <[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)>; Helena N. Moreno <[Helena.Moreno@nola.gov](mailto:Helena.Moreno@nola.gov)>; Joseph I. Giarrusso <[Joseph.Giarrusso@nola.gov](mailto:Joseph.Giarrusso@nola.gov)>; Jared C. Brossett <[jcbrossett@nola.gov](mailto:jcbrossett@nola.gov)>; Cyndi Nguyen <[Cyndi.Nguyen@nola.gov](mailto:Cyndi.Nguyen@nola.gov)>  
**Cc:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; David S. Gavlinski <[dsgavlinski@nola.gov](mailto:dsgavlinski@nola.gov)>; Calvin J. Aguiard <[cjaguillard@nola.gov](mailto:cjaguillard@nola.gov)>; Andrew V. Tuozzolo <[avtuozzolo@nola.gov](mailto:avtuozzolo@nola.gov)>; Andrew J. Sullivan <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>; Domonique C. Dickerson <[dcdickerson@nola.gov](mailto:dcdickerson@nola.gov)>; Amanda B. Rizzo <[Amanda.Rizzo@nola.gov](mailto:Amanda.Rizzo@nola.gov)>; Terrie C. Guerin <[tguerin@nola.gov](mailto:tguerin@nola.gov)>; Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Subject:** STR enforcement estimates

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The Agency Assumptions file contains the estimated percentage of each agency's general fund expenditures that were utilized for code enforcement.

Please get in touch with questions.

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699



1300 Perdido Street  
New Orleans, LA 70112

**From:** [Jonathan T. Wisbey](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: expenditure data for STR dedication  
**Date:** Tuesday, August 13, 2019 7:47:04 PM  
**Attachments:** Copy of Exp data headings.xlsx

---

Deb,

I think this should be what you need.

Jon

---

**From:** Deborah A. Vivien  
**Sent:** Monday, August 12, 2019 1:55 PM  
**To:** Jonathan T. Wisbey <jtwisbey@nola.gov>  
**Subject:** expenditure data for STR dedication

Jon,

We spoke a while back about pulling expenditure data from Great Plains for the Quality of Life CEA. Attached are the headings in the dataset we've used in the past. Can I please trouble you to run a query beginning 11/1/18 through 6/30/19 for all general fund (001) expenditures? We don't need encumbrances, only actual expenditures. Please let me know if this won't work.

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Deborah A. Vivien](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** cost est STR.xlsx  
**Date:** Tuesday, August 13, 2019 4:01:07 PM  
**Attachments:** cost est STR.xlsx

---

**From:** [Jonathan T. Wisbey](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: expenditure data for STR dedication  
**Date:** Monday, August 12, 2019 1:56:55 PM

---

Sure thing. I probably won't run the report until tomorrow if that's ok.

---

**From:** Deborah A. Vivien  
**Sent:** Monday, August 12, 2019 1:55 PM  
**To:** Jonathan T. Wisbey <jtwisbey@nola.gov>  
**Subject:** expenditure data for STR dedication

Jon,

We spoke a while back about pulling expenditure data from Great Plains for the Quality of Life CEA. Attached are the headings in the dataset we've used in the past. Can I please trouble you to run a query beginning 11/1/18 through 6/30/19 for all general fund (001) expenditures? We don't need encumbrances, only actual expenditures. Please let me know if this won't work.

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Fwd: STR Updates  
**Date:** Thursday, August 8, 2019 5:34:07 PM  
**Attachments:** STR Amendment List 8-8-19.pdf  
ATT00001.htm  
STR For Review Update 7-26-19, slightly revised 8-8-19.DOCX  
ATT00002.htm

---

FYI

Sent from my iPhone

Begin forwarded message:

**From:** "M. Tyler Russell" <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Date:** August 8, 2019 at 5:33:09 PM CDT  
**To:** "Courtney W. Story" <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** STR Updates

See attached. I think the most notable changes that we didn't already know about are

—

- <!--[if !supportLists]-->• <!--[endif]-->the 25% Commercial cap passed
- <!--[if !supportLists]-->• <!--[endif]-->the Commercial nightly fees were increased to \$12 a night
- <!--[if !supportLists]-->• <!--[endif]-->Residential remained \$5
- <!--[if !supportLists]-->• <!--[endif]-->Commercial Permits decreased to \$1,000 from \$5,000
- <!--[if !supportLists]-->• <!--[endif]-->Platform permits decreased to \$10,000 from \$50,000
- <!--[if !supportLists]-->• <!--[endif]-->The Garden District ban decreased one block, but was adopted, FQ ban was adopted
- <!--[if !supportLists]-->• <!--[endif]-->The effective dates are December 1, 2019
- <!--[if !supportLists]-->• <!--[endif]-->Homestead Exemptions will be required for Residential Permits December 1, 2019
- <!--[if !supportLists]-->• <!--[endif]-->A Commercial Cap will take effect December 1, 2019; some believe a rush to get Commercial permits will now happen before December 1
- <!--[if !supportLists]-->• <!--[endif]-->A \$1 million "Commercial General Liability" policy will be required for all STRs
- <!--[if !supportLists]-->• <!--[endif]-->A 6.75% Occupancy Tax for Infrastructure will go to the voters November 16, 2019
- <!--[if !supportLists]-->• <!--[endif]-->An affordability requirement is not currently required though they may ask for more study from CPC at a later date

See two attachments for more info.

**Tyler Russell**

IGR Project Manager

Office of Mayor LaToya Cantrell

1300 Perdido St. | Suite 2E04

New Orleans, LA 70112

Office: (504) 658-4935

**From:** [Zachary R. Smith](#)  
**To:** [Ashley Hodgini \(ELCA\)](#); [Moreno Council Shared](#); [Jason R. Williams](#); [Joseph I. Giarrusso](#); [Jay H. Banks](#); [Kristin G. Palmer](#); [CouncilDistrictD](#); [Cyndi Nguyen](#)  
**Cc:** [Mayor LaToya Cantrell](#); [John D. Pourciau](#); [Laura Spanjian](#); [Jim Nickel](#); [Zach Butterworth](#)  
**Subject:** RE: STR nightly fee effective date  
**Date:** Thursday, August 8, 2019 4:12:24 PM  
**Attachments:** image001.png

---

Received. Thanks for reaching out and we will be happy to review. As always, I am sure we can find a solution to this while all parties are working towards a permanent solution as well as following the other parts of the ordinances.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
[zrsmith@nola.gov](mailto:zrsmith@nola.gov)  
504-658-7114

---

**From:** Ashley Hodgini (ELCA) [mailto:[ahodgini@expediagroup.com](mailto:ahodgini@expediagroup.com)]  
**Sent:** Wednesday, August 7, 2019 9:06 PM  
**To:** Moreno Council Shared <[morenocouncil@nola.gov](mailto:morenocouncil@nola.gov)>; Jason R. Williams <[jarwilliams@nola.gov](mailto:jarwilliams@nola.gov)>; Joseph I. Giarrusso <[Joseph.Giarrusso@nola.gov](mailto:Joseph.Giarrusso@nola.gov)>; Jay H. Banks <[jay.h.banks@nola.gov](mailto:jay.h.banks@nola.gov)>; Kristin G. Palmer <[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)>; CouncilDistrictD <[CouncilDistrictD@nola.gov](mailto:CouncilDistrictD@nola.gov)>; Cyndi Nguyen <[Cyndi.Nguyen@nola.gov](mailto:Cyndi.Nguyen@nola.gov)>  
**Cc:** Mayor LaToya Cantrell <[mayor@nola.gov](mailto:mayor@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Laura Spanjian <[laura.spanjian@airbnb.com](mailto:laura.spanjian@airbnb.com)>; Jim Nickel <[jim@coursonnickel.com](mailto:jim@coursonnickel.com)>; Zach Butterworth <[Zach.Butterworth@arlaw.com](mailto:Zach.Butterworth@arlaw.com)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
**Subject:** STR nightly fee effective date

**EMAIL FROM EXTERNAL SENDER**

Good evening. Please see attached letter from Expedia Group and Airbnb regarding proposed short-term rental nightly fee obligations.

Please do not hesitate to contact us with any questions or if we can provide you any additional information.

Thank you,  
Ashley Hodgini

**Ashley Hodgini**  
Government Affairs Manager, Mid-South Region  
Expedia Group | Vrbo  
11920 Alterra Parkway | Austin, TX 78758  
[ahodgini@expediagroup.com](mailto:ahodgini@expediagroup.com)



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**From:** [Tara G. Richard](#)  
**To:** [Romy S. Samuel](#); [Norman L. White](#); [Deborah A. Vivien](#); [Gilbert A. Montaña](#); [Chad J. Brown](#); [Courtney W. Story](#)  
**Cc:** [M. Tyler Russell](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Miles H. Tepper](#)  
**Subject:** STR regulations power point  
**Date:** Thursday, August 8, 2019 4:10:08 PM  
**Attachments:** STR\_Presentation 8.8.19 - Revised.pptx

---

FYI.

Tara

**From:** [M. Tyler Russell](#)  
**To:** [Courtney W. Story](#)  
**Subject:** RE: Council Agenda Memo  
**Date:** Thursday, August 8, 2019 9:14:23 AM

---

Ok will do thanks!

---

**From:** Courtney W. Story  
**Sent:** Wednesday, August 7, 2019 5:35 PM  
**To:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Subject:** RE: Council Agenda Memo

Thanks!!! We are going to do our best to keep on top of where council is on the agenda but if you don't mind texting me when you think they are close to wrapping up STR stuff tomorrow that would be awesome. My cell is in my signature.

Thanks again!!! Push #4 of 243523451435 almost over lol

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** M. Tyler Russell  
**Sent:** Wednesday, August 7, 2019 4:02 PM  
**To:** Chad J. Brown; Stephanie M. Hennings; Courtney W. Story; Gilbert A. Montañó; Joycelyn E. Christopher  
**Cc:** Tara G. Richard  
**Subject:** Council Agenda Memo

See attached Council Agenda Items of Note memo. And here's a link to the full agenda if needed—  
[http://cityofno.granicus.com/GeneratedAgendaViewer.php?event\\_id=9ec7944e-b14e-49b9-8fc7-72c43ec0a9c1](http://cityofno.granicus.com/GeneratedAgendaViewer.php?event_id=9ec7944e-b14e-49b9-8fc7-72c43ec0a9c1) Let us know if you have questions. The two Council STR ordinances will start at 11:00am, Council is estimating that it will take 3-4 hours. We are planning to take up the 3 Mills as it comes on the Agenda and to vote on the 6.75% STR Tax after that. We haven't set a time for the millage and STR tax because we don't know when the STR ordinances will be finished, but we can ask for a time tomorrow if STRs finishes early.

If you need anything tomorrow and don't already have my work cell, here it is—504-357-7775

and here is Tara's—504-610-5771

Thanks,

**Tyler Russell**  
IGR Project Manager

Office of Mayor LaToya Cantrell  
1300 Perdido St. | Suite 2E04  
New Orleans, LA 70112  
Office: (504) 658-4935

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Arthur C. Walton](#); [Liana Elliott](#); [Katie Donahue](#); [M. Tyler Russell](#)  
**Subject:** Council meeting tomorrow (Run of Show)  
**Date:** Wednesday, August 7, 2019 4:11:18 PM

---

**FYI regarding STR votes tomorrow.**

**11AM:** STR legislative grouping

- Cal No 32,685 – STR CZO
- Cal No 32,691 – STR Code

**Run of Show**

1. Opening Remarks: led by CM Gisleson Palmer
2. Motion to suspend the rules to adopt STR public comment parameters:
  - One (1) public comment for the entire legislative grouping;
  - 2 minutes per speaker + no ceding of time; and
  - Everyone who fills out a card can speak
3. Presentation on the “Package of Amendments” by Council Research
4. Public Comment on Legislative Grouping
5. Voting on each of the STR ordinances in the legislative grouping + their amendments
  - Consideration of amendments to 32,865 (STR CZO Ord)
    - There will be a vote on each, individual amendment. Currently, there are three potential amendments thus far:
      1. Changing GDA STR boundary ban from Delachaise to Louisiana (Cm Banks);
      2. Creating an effective date of 12/1/2019 (Cm Palmer);
      3. Removing the 25% cap (sponsors TBD).
    - Vote on the ordinance as amended.
  - Consideration of amendments to 32,691 (STR Code Ord)
    - There will be a vote on each, individual amendment, currently there are three potential amendments discussed thus far:
      1. Cm Moreno package of amendments;
      2. Cm Palmer package of amendments;
      3. Cm Palmer fee amendment
    - Vote on the ordinance as amended.

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Zachary R. Smith](#)  
**To:** [Sunni LeBeouf](#); [Adam J. Swensek](#)  
**Cc:** [Zach Butterworth](#); [John D. Pourciau](#); [Ashley Hodgini](#); [Donesia D. Turner](#); [Melissa S. Quigley](#); [Jonathan T. Harris](#); [Kimberly K. Smith](#)  
**Subject:** RE: Conference Call - Tiered Nightly Fee  
**Date:** Wednesday, August 7, 2019 3:53:08 PM

---

Zach B,

I should be getting back with you very soon with the answer to this. Request received.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
[zrsmith@nola.gov](mailto:zrsmith@nola.gov)  
504-658-7114

---

**From:** Sunni LeBeouf  
**Sent:** Wednesday, August 7, 2019 3:24 PM  
**To:** Adam J. Swensek <[adam.swensek@nola.gov](mailto:adam.swensek@nola.gov)>  
**Cc:** Zach Butterworth <[Zach.Butterworth@arlaw.com](mailto:Zach.Butterworth@arlaw.com)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Ashley Hodgini <[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)>; Donesia D. Turner <[Donesia.Turner@nola.gov](mailto:Donesia.Turner@nola.gov)>; Melissa S. Quigley <[msquigley@nola.gov](mailto:msquigley@nola.gov)>; Jonathan T. Harris <[jonathan.harris@nola.gov](mailto:jonathan.harris@nola.gov)>; Kimberly K. Smith <[kksmith@nola.gov](mailto:kksmith@nola.gov)>  
**Subject:** Re: Conference Call - Tiered Nightly Fee

Thank you for looping us in, Adam. Missy will follow up with Zach S. to further discuss.

Sunni LeBeouf  
City Attorney  
City of New Orleans

On Aug 7, 2019, at 2:26 PM, Adam J. Swensek <[adam.swensek@nola.gov](mailto:adam.swensek@nola.gov)> wrote:

I want to loop in the Law Department, which represents the administration generally and S+P specifically.

Adam J. Swensek  
Executive Counsel  
New Orleans City Council  
1300 Perdido Street, Room 1E6  
New Orleans, Louisiana 70112  
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---

**From:** Zach Butterworth [<mailto:Zach.Butterworth@arlaw.com>]  
**Sent:** Wednesday, August 7, 2019 2:22 PM  
**To:** Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
**Cc:** Adam J. Swensek <[adam.swensek@nola.gov](mailto:adam.swensek@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Ashley Hodgini <[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)>  
**Subject:** Conference Call - Tiered Nightly Fee

**EMAIL FROM EXTERNAL SENDER**

Zach – Expedia Group is working internally to understand how we can quickly comply with the proposed STR ordinance that requires us to collect and remit a different nightly amount for commercial and residential properties. Currently our system is based on the tax rate in a jurisdiction, not on individual properties within that jurisdiction. Can you or someone on your team jump on a call for a few minutes to discuss this issue? We specifically want to understand how your department plans to notify the platforms about what type of license a permit holder has been granted. Thanks, Zach

**Zach Butterworth**

Special Counsel

701 Poydras Street, Suite 4500 | New Orleans, LA 70139  
**main** 504.581.3234 | **direct** 504.585.0448 | **mobile** 504.669.4111  
**efax** 504.553.9763 | **fax** 504.566.0210

[zach.butterworth@arlaw.com](mailto:zach.butterworth@arlaw.com)

[website](#) [bio](#) [vCard](#) [map](#)



**From:** [Joshua A. Zuckerman](#)  
**To:** [Courtney W. Story](#)  
**Subject:** Constitutional Amendment TPs  
**Date:** Wednesday, August 7, 2019 11:37:04 AM

---

Courtney,

Here are the high level talking points on the Amendment, details are still being worked out. Based on REC, we might need to wait on more information about the STR market, enforcement, the assessment phase in, and roll forward/back issues before we can really implement a tax abatement program. As always, feel free to call down here if you have any questions.

**Vote yes on Prop 4 for Housing:**

- Help keep low-income home owners in their homes.
  - Many home owners have been hit particularly hard by the reassessment.
  - There is a phase-in but that won't solve the problem – only buys some people a little more time.
  - This amendment will allow us to give tax relief to the homeowners who need it most.
- Help increase access (reduce barriers) to home ownership.
  - There are huge barriers to home-ownership, while home-ownership is an important tool for generational wealth building.
  - There are many programs already available to aid in the purchasing of a home, however we need more tools.
  - This amendment will allow us to package tax abatement for low-income home buyers with other programs like FHA Loans, Soft Second Mortgages, and other applicable programs to increase home ownership.
- Help return blighted property to commerce
  - The city already collects minimal property tax from blighted property.
  - Bringing blighted properties back online benefits the neighborhood and reduces the cost of city services.
  - This amendment will allow the City to create tax incentives to bring blighted property back into use.
- Help keep affordable units affordable
  - A major problem with buildings built using affordable tax credits is that the affordability requirements only last for a certain length of time.
  - Often, when the affordability requirement ends, low-income tenants get kicked out.
  - This amendment will allow the City to give additional tax incentives to property owners in return for keeping units affordable past the required time period.

**Joshua A. Zuckerman**

*Director of Policy and Research*

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)

Office: (504) 658-4919

Cell: (504) 357-8262

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: Amendments to CZO / STR  
**Date:** Wednesday, August 7, 2019 11:03:36 AM  
**Attachments:** image001.png

---

FYI

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** M. Tyler Russell  
**Sent:** Wednesday, August 7, 2019 11:03 AM  
**To:** Courtney W. Story  
**Subject:** FW: Amendments to CZO / STR

---

**From:** Andrew J. Sullivan  
**Sent:** Wednesday, August 7, 2019 11:02 AM  
**To:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Alison N. Poort <[anpoort@nola.gov](mailto:anpoort@nola.gov)>  
**Cc:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Subject:** RE: Amendments to CZO / STR

Amendments are:

--Effective Date (Dec. 1)  
--Adjusting Garden District Boundary  
--Removing 25% cap from CBD zoning districts

Don't have the finalized language yet. Will send when I do.

**Andrew Sullivan**  
**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112  
[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

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---

**From:** Tara G. Richard

**Sent:** Wednesday, August 07, 2019 10:13 AM

**To:** Andrew J. Sullivan <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>; Alison N. Poort <[anpoort@nola.gov](mailto:anpoort@nola.gov)>

**Cc:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>

**Subject:** Amendments to CZO / STR

Can you please share these amendments with me?

Thanks

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Chad J. Brown](#)  
**To:** [Courtney W. Story](#)  
**Subject:** FW: URGENT: Millage Propositions on the Agenda for Thursday  
**Date:** Tuesday, August 6, 2019 5:35:07 PM  
**Attachments:** image001.png

---

....

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, August 6, 2019 10:46 AM  
**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Subject:** FW: URGENT: Millage Propositions on the Agenda for Thursday

This is an estimate of how much the 3 mil tax would cost per household per year by assessed value of the home. The last column would be the estimated impact of 3 mils to a mortgage payment if escrowed.

Estimated AVT from 1 or 3 mils by Assessed Value			
Assessed Value (Residential)	Tax from 1 mil (with Homestead Exemption)	Tax from 3 mils (with Homestead Exemption)	Monthly Tax from 3 mils
\$100,000	\$2.50	\$7.50	\$0.63
\$200,000	\$12.50	\$37.50	\$3.13
\$250,000	\$17.50	\$52.50	\$4.38
\$300,000	\$22.50	\$67.50	\$5.63
\$350,000	\$27.50	\$82.50	\$6.88
\$400,000	\$32.50	\$97.50	\$8.13
\$450,000	\$37.50	\$112.50	\$9.38
\$500,000	\$42.50	\$127.50	\$10.63
\$750,000	\$67.50	\$202.50	\$16.88
\$1,000,000	\$92.50	\$277.50	\$23.13

---

**From:** Tara G. Richard  
**Sent:** Tuesday, August 6, 2019 10:30 AM  
**To:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Ramsey J. Green <[Ramsey.Green@nola.gov](mailto:Ramsey.Green@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>; Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>; Clifton M.

Davis <[Clifton.Davis@nola.gov](mailto:Clifton.Davis@nola.gov)>; Joshua A. Zuckerman <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>; Miles H. Tepper <[Miles.Tepper@nola.gov](mailto:Miles.Tepper@nola.gov)>; Jabarie R. Walker <[jrwalker@nola.gov](mailto:jrwalker@nola.gov)>; Rosine Pemasanga <[rpsanga@nola.gov](mailto:rpsanga@nola.gov)>

**Subject:** URGENT: Millage Propositions on the Agenda for Thursday

**These ballot propositions will be voted upon at the Council meeting on Thursday. I will ask for a special setting to accommodate your schedules. Does 11 a.m. work for you? What about 12 p.m.? 1 p.m.?**

**Tara**

### **3 Mills**

**RESOLUTION (LYING OVER) - NO. R-19-286 - BY: COUNCILMEMBERS BROSSETT, BANKS, GISLESON PALMER AND NGUYEN (BY REQUEST)**

**Brief:**

**A RESOLUTION** calling a special election for Saturday, November 16, 2019, at said election the electorate of the City of New Orleans may approve or disapprove authorizing the City Council to authorize the levy of an ad valorem tax.

### **STR occupancy tax**

**RESOLUTION - NO. R-19-308 - BY: COUNCILMEMBERS BANKS, BROSSETT AND NGUYEN (BY REQUEST){CM Palmer to add name as co-sponsor at agenda meeting tomorrow and on the dias} (resolution filed with revised ballot proposition filed)**

**Brief:**

**A RESOLUTION** calling a special election for Saturday, November 16, 2019 in the City of New Orleans: **SHORT TERM RENTALS OCCUPANCY TAX PROPOSITION.**

**Annotation:**

**(Council Rule 34. Postponement: 12/6/19).  
(Technical needed).**

### **Tara Richard**

Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Joshua A. Zuckerman](#)  
**To:** [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#)  
**Cc:** [Tara G. Richard](#); [M. Tyler Russell](#); [Zachary R. Smith](#); [Jennifer R. Cecil](#); [Ashley J. Becnel](#); [Jonathan T. Harris](#)  
**Subject:** Memo Re: STR Veto Repercussions  
**Date:** Tuesday, August 6, 2019 3:38:18 PM  
**Attachments:** STR Veto Repercussions For Review.DOCX

---

All,

Attached is a brief memo to correct previous misinformation regarding a question about what happens in the Mayor vetos the STR regulations Council is to vote on Thursday.

TL;DR: It acts like a regular veto.

**Joshua A. Zuckerman**

*Director of Policy and Research*

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)

Office: (504) 658-4919

Cell: (504) 357-8262

**From:** [Tara G. Richard](#)  
**To:** [Chad J. Brown](#); [Stephanie M. Hennings](#); [Courtney W. Story](#)  
**Cc:** [Joycelyn E. Christopher](#); [M. Tyler Russell](#)  
**Subject:** Agenda for the Council meeting on Thursday  
**Date:** Tuesday, August 6, 2019 11:03:57 AM  
**Attachments:** 08-08-2019-Agenda (1).docx

---

Attached is the agenda.

We have three outstanding election calls on the agenda. I sent an email earlier regarding the desire to set a special setting for the 3 mills and STR occupancy tax.

1. HRC – is on the Consent Agenda
2. 3 mills
3. STR occupancy tax

Other items include the ordinances related to STRs.

Thanks.

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [M. Tyler Russell](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [Liana Elliott](#)  
**Subject:** RE: STR tax  
**Date:** Monday, August 5, 2019 4:16:24 PM  
**Attachments:** STR Tax Resolution As Filed.pdf

---

---

**From:** Tara G. Richard  
**Sent:** Monday, August 5, 2019 4:06 PM  
**To:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Cc:** Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
**Subject:** STR tax

Can you please send us the 6.75% resolution, as filed?

Thanks.

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
[504-658-4931](tel:504-658-4931)

**From:** [Tara G. Richard](#)  
**To:** [Liana Elliott](#)  
**Subject:** FW: STR Taxation  
**Date:** Monday, August 5, 2019 3:53:40 PM

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---

**From:** Romy S. Samuel  
**Sent:** Monday, August 5, 2019 2:49 PM  
**To:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Cc:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Subject:** RE: STR Taxation

Hi Tara,

Per our earlier conversation, we need to get a clear definition of what the Council is expecting Finance to enforce relative to STR's. Also, any tax or fee related changes, presently collected by Finance, that will occur as a result of the ordinance will take 60-90 days to complete. This is including but not limited to programming changes, form changes and changes to tax collection sites, etc. Budgetary impacts will also need to be considered for additional staffing and programming charges to accommodate the new law. Once we have a clear picture of what they(Council) want and it has been accepted by the Administration, we can move forward with planning and execution. I'm available to discuss further if you have any questions. Thank you.

**Romy Schofield-Samuel**  
Collector of Revenue  
City of New Orleans  
Department of Finance  
Bureau of Revenue  
(504)658-1679-Direct  
(504)342-6172-Mobile  
[rssamuel@nola.gov](mailto:rssamuel@nola.gov)

---

**From:** Tara G. Richard  
**Sent:** Monday, August 05, 2019 12:59 PM  
**To:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>  
**Cc:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Subject:** STR Taxation

Please see the attached proposed ordinance.

Tara

**Tara Richard**

Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931



**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: Remittance of taxes -- STRs  
**Date:** Monday, August 5, 2019 1:19:20 PM

---

FYI

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Norman L. White  
**Sent:** Monday, August 5, 2019 1:19 PM  
**To:** Courtney W. Story  
**Subject:** Fwd: Remittance of taxes -- STRs

Sent from my iPhone

Begin forwarded message:

**From:** "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Date:** August 5, 2019 at 12:38:07 PM CDT  
**To:** "John D. Pourciau" <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>, "Norman L. White" <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject: Remittance of taxes -- STRs**

This is a potential amendment to the STR regulations. Norman, can we talk when you get a minute?

"A Platform that remits taxes and fees pursuant to this Section shall provide the payments as required by law, along with documentation to the Department of Finance that reasonably identifies the taxpayer and the location associated with the taxes/fees being paid, including:

1. The address of the Dwelling Unit used as a Short-Term Rental in the City for which remittance is attributed;
2. the name of the person responsible for listing the Dwelling Unit used as a Short-Term Rental listing;
3. the length of stay for each booking at that Short-Term Rental; and
4. the price paid for each night of occupancy at that Short-Term Rental.

These records shall be deemed confidential tax records in accordance with La. R.S. 47:1508."

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: STR Taxation  
**Date:** Monday, August 5, 2019 1:18:33 PM

---

FYI

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Norman L. White  
**Sent:** Monday, August 5, 2019 1:18 PM  
**To:** Courtney W. Story  
**Subject:** Fwd: STR Taxation

Sent from my iPhone

Begin forwarded message:

**From:** "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Date:** August 5, 2019 at 1:05:46 PM CDT  
**To:** "Norman L. White" <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>, "Romy S. Samuel" <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>  
**Cc:** "M. Tyler Russell" <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Subject:** RE: STR Taxation

It "clarifies that short-term rental platforms shall be included within the definition of 'dealer' for the purposes of collecting and remitting sales and use taxes owed in connection with the short-term rental of property." (see addition of No. 13).

---

**From:** Tara G. Richard  
**Sent:** Monday, August 5, 2019 12:59 PM  
**To:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>  
**Cc:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Subject:** STR Taxation

Please see the attached proposed ordinance.

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Tara G. Richard](#)  
**To:** [Deborah A. Vivien](#); [Gilbert A. Montano](#); [Chad J. Brown](#); [Courtney W. Story](#)  
**Cc:** [Joshua A. Zuckerman](#); [Norman L. White](#); [M. Tyler Russell](#)  
**Subject:** STR Amendments  
**Date:** Monday, August 5, 2019 1:07:45 PM  
**Attachments:** 32691 - STR Code Ord - ~~strikeout~~.underline amendments - 8.2.19.docx.pdf

---

FYI. (in advance of REC if needed)

Tara

**From:** [Jennifer R. Cecil](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Ashley J. Becnel](#)  
**Subject:** Re: STR permits under new rules  
**Date:** Sunday, August 4, 2019 10:26:39 AM  
**Attachments:** image002.png  
image003.png

---

Deb see my answers to your numbered questions below.

Regarding the graph - I recommend you read the white papers on the methodology for the two websites to determine which you think is the best realistic estimate. I personally have concerns about duplicative counting on both.

- 1) Do you have any estimates that can get me closer to a magnitude in the decrease in sales tax due to the new rules?

I do not have access to any data that would help me create an estimate. Please refer to your emails with Ashley regarding the platforms anticipated behavior.

This would be things like the number of permits that would no longer qualify for STR permit;

That is what the previously provided charts provide. We know the reality of the decrease from the IZD with certainty as it has been in effect over a year. My projection base on the current regulations is the 2,437 in the chart I provided. This does not include an increase in commercials as i have no prior experience that substantiates any elasticity in that sector.

an estimate of the number of listings that would no longer qualify;

That is included in the 2,437. Based on matching all properties that had been licensed to their parcel information including zoning and homestead exemption status, this is what we feel is likely under the new regs.

any elasticities due to changes in fees or taxes?

Insufficient data to project.

- 2) What is your bottom line revenue estimates for the increase in STR permit fees if adopted as expected?

\$1.6M

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jcecil@nola.gov](mailto:jcecil@nola.gov)

On Aug 4, 2019, at 12:43 AM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

Given the data below, is this accurate?

<image002.png>

---

**From:** Jennifer R. Cecil  
**Sent:** Friday, August 2, 2019 10:37 AM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** RE: STR permits under new rules

That is correct.

---

Jennifer Cecil  
Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jcecil@nola.gov](mailto:jcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Deborah A. Vivien  
**Sent:** Friday, August 2, 2019 10:34 AM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** RE: STR permits under new rules

If I'm reading this correctly, are you saying that you expect very few of the "illegal" listings to receive a permit after the rules pass(conceptually)?

---

**From:** Jennifer R. Cecil  
**Sent:** Friday, August 2, 2019 10:25 AM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** RE: STR permits under new rules

Is this the sort of thing you need?

The table below comes from the parcel/license/ homestead match I did. Based on the legislation as I understand it is likely to be passed, these are the number of licenses and fees we expect to see when legislation passes next week.

Scenario Real			
New License Type	Fee	Number of Units	Total
Residential Partial	\$250	264	\$66,000
Residential Small/Large	\$500	1,264	\$632,000
Type C (commercial)	\$1,000	909	\$909,000
		2,437	\$1,607,000

As far as who is paying taxes being potentially much higher than the number of licenses the chart below is based on two websites that do webscraping to count listings and comparing it to the number of licenses issued.

	Number of City Licenses	Inside AirBNB Listing Estimate	Air DNA Listing Estimate
2016	0	4,032	5,296
2017	4,131	5,455	8,186
2018	3,808	5,408	8,509
2019	2,436	6,721	10,005

<image003.png>

---

Jennifer Cecil  
Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Deborah A. Vivien  
**Sent:** Friday, August 2, 2019 9:50 AM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** STR permits under new rules

Jenn,

Working on REC:

<!--[if !supportLists]-->1) <!--[endif]-->Do you have any estimates that can get me closer to a magnitude in the decrease in sales tax due to the new rules?

This would be things like the number of permits that would no longer qualify for STR permit; an estimate of the number of listings that would no longer qualify; any elasticities due to changes in fees or taxes?

<!--[if !supportLists]-->2) <!--[endif]-->What is your bottom line revenue estimates for the increase in STR permit fees if adopted as expected?

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112



**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#)  
**Cc:** [M. Tyler Russell](#); [Joshua A. Zuckerman](#)  
**Subject:** STR Tax -- Resolution / Ballot language  
**Date:** Friday, August 2, 2019 2:01:07 PM

---

Below is the revised ballot language for the STR 6.75% tax. Unless we hear otherwise today, Tyler and I plan to let CM Palmer know that her revisions are acceptable.

This Resolution with the ballot language must be filed by noon on Monday. We'd like to get this circulated to the three co-sponsors and filed ASAP

Thanks.

Tara

Shall the City of New Orleans (the "City") , under provisions of Article VI, Section 30 of the Louisiana Constitution and other applicable constitutional and statutory authority, be authorized to levy and collect in perpetuity, beginning January 1, 2020, on short term rentals of overnight lodging in the City an occupancy tax (the "Tax") in an amount not to exceed six and three-quarters percent (6  $\frac{3}{4}$  %) of the rent or fee charged for such occupancy, with approximately \$10,500,000 estimated to be collected from the levy of the Tax for an entire year if it is levied at the 6  $\frac{3}{4}$  % maximum, and with the proceeds of such Tax, except for a reasonable collection fee, if any, to be distributed as follows: seventy-five percent (75%) shall be dedicated to the infrastructure fund of the City created pursuant to Ordinance No. 27,986, M.C.S., and twenty-five percent (25%) shall be allocated, pursuant to a multi-year cooperative endeavor agreement approved by the City Council, to New Orleans & Company to be used to promote tourism in the City?

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Katie Donahue](#)  
**To:** [Britain B. Forsyth](#); [Sharmaine N. Russ](#); [Joshua A. Zuckerman](#); [Tara G. Richard](#); [M. Tyler Russell](#)  
**Cc:** [Liana Elliott](#); [John D. Pourciau](#); [Arthur C. Walton](#)  
**Subject:** Binder for Mayor  
**Date:** Friday, August 2, 2019 11:55:10 AM  
**Importance:** High

---

Hi all,

John has requested that the briefings team compile a binder on STRs for the Mayor's meeting this afternoon – he would like any information we have ever given the Mayor on STR regulation and enforcement (Josh – your most recent memo) and Tara/Tyler – anything you may have sent to the Mayor in the past. I know this is last-minute – please let me know how I can be of assistance. Thank you all!

Katie Donahue  
Special Assistant to the Chiefs of Staff  
Office of Mayor LaToya Cantrell | City of New Orleans  
Office: (504) 658-4298  
Cell: (504) 578-5426

**From:** [Tara G. Richard](#)  
**To:** [M. Tyler Russell](#); [Arthur C. Walton](#); [Liana Elliott](#); [John D. Pourciau](#); [Clifton M. Davis](#); [Joshua A. Zuckerman](#)  
**Subject:** RE: STR Tax Ballot Language Revision  
**Date:** Thursday, August 1, 2019 2:26:26 PM  
**Attachments:** image001.png

---

Can we schedule a quick meeting to discuss this? We need to get the resolution, with the ballot language, filed by Monday at noon.

CM Banks, Brossett and Nguyen have agreed to co-sponsor.

Tara

---

**From:** M. Tyler Russell  
**Sent:** Thursday, August 1, 2019 2:13 PM  
**To:** Arthur C. Walton <Arthur.Walton@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>; Clifton M. Davis <Clifton.Davis@nola.gov>; Tara G. Richard <tgrichard@nola.gov>; Joshua A. Zuckerman <Joshua.Zuckerman@nola.gov>  
**Subject:** FW: STR Tax Ballot Language Revision

---

**From:** Andrew J. Sullivan  
**Sent:** Thursday, August 1, 2019 2:09 PM  
**To:** M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>; Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Alison N. Poort <[anpoort@nola.gov](mailto:anpoort@nola.gov)>  
**Subject:** STR Tax Ballot Language Revision

Hi all,

Please see the attached redline for Cm. Palmer's proposed revision to the STR tax ballot language.  
Thanks,

**Andrew Sullivan**

**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112

[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

Office: (504) 658-1032

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**From:** [Mailan T. Le](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Romy S. Samuel](#)  
**Subject:** FW: cash  
**Date:** Wednesday, July 31, 2019 5:05:28 PM  
**Attachments:** 2017-2019 STR SALES TAX -NIGHTLY TAX-FEE COLLECTIONS BY COLLECTION -POSTING DATE.xlsx

---

Attached is what I sent Randall on STR. I am still verifying all the revenue numbers in new system BRASS by comparing with RCS revenue report for June collections. I can give you the unverified numbers from RCS if you want now or you should wait until all revenue numbers are completely verified.

Thanks,

**Mailan T. Le, Asst. Collector of Revenue**  
**DEPARTMENT OF FINANCE/BUREAU OF REVENUE**  
1300 PERDIDO STREET, ROOM # 1W34  
NEW ORLEANS, LA 70112  
Office phone: (504) 658-1692, Fax: 658-1605  
Cell phone: (504) 201-6973 and Email: [mtle@nola.gov](mailto:mtle@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Wednesday, July 31, 2019 9:39 AM  
**To:** Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Subject:** cash

Mailan,

Can you please send your last cash report on sales tax and what you sent Randall on Short Term Rentals.

Thanks,

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#)  
**Cc:** [M. Tyler Russell](#)  
**Subject:** STR Occupancy Tax Resolution (with ballot language)  
**Date:** Tuesday, July 30, 2019 4:17:07 PM  
**Attachments:** Short Term Rentals Occupancy Tax Resolution Election Call - Final as revised.doc

---

We sent around the ballot language on 7/2/19 to all council offices (with the notice of intent). Now that the Notice of Intent has been approved, we move to the Resolution/Ballot phase. Bond council suggested two technical revisions, which are incorporated into the Resolution attached.

In a nutshell, the final ballot language has been circulated again. It will be filed on Monday before noon and voted upon at the 8/8 council meeting.

We asked councilmembers to let us know if they have questions or suggested revisions. I am going to follow up with them tomorrow afternoon regarding any revisions. I will also offer to schedule a meeting with anyone who has questions or concerns.

Finally, please let me know who will be speaking at the table regarding this on Thursday. We will ask for a special setting to accommodate.

Thanks.  
Tara

---

**From:** [Gilbert A. Montaña](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** Fwd: STR Memo - Update  
**Date:** Tuesday, July 30, 2019 9:42:58 AM  
**Attachments:** STR For Review Update 7-26.docx  
ATT00001.htm

---

Sent from my iPhone

Begin forwarded message:

**From:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Date:** July 30, 2019 at 8:44:19 AM CDT  
**To:** Gilbert A. Montaña <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** "Joycelyn E. Christopher" <[jechristopher@nola.gov](mailto:jechristopher@nola.gov)>  
**Subject:** STR Memo - Update

Good morning,

Please see attached memo with a high-level update on STRs.

Katie Donahue  
Special Assistant to the Chiefs of Staff  
Office of Mayor LaToya Cantrell | City of New Orleans  
Office: (504) 658-4298  
Cell: (504) 578-5426

**From:** [Kurt Klebe](#)  
**To:** [Mayor LaToya Cantrell](#)  
**Subject:** 70% of the Listings  
**Date:** Tuesday, July 30, 2019 9:01:59 AM

---

EMAIL FROM EXTERNAL SENDER

Good Morning Mayor Cantrell,

The City Council's new STR law will have 70% of the listings removed from VRBO and AIRBNB including all of the listings that bring in big revenue. You essentially will be cutting off nearly all tax revenue with these new rules. Furthermore lives will be destroyed and retirements wiped out. I can not for the life of me understand why you would not grandfather us in to maintain your tax base and prevent people from going under.

Thanks,

Kurt



**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: STR Memo  
**Date:** Monday, July 29, 2019 4:28:43 PM  
**Attachments:** STR For Review Update 7-26.DOCX

---

FYI

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** M. Tyler Russell  
**Sent:** Monday, July 29, 2019 4:20 PM  
**To:** Courtney W. Story  
**Subject:** FW: STR Memo

See attached.

Tyler

Attached you should find a memo with information regarding STRs including a high level update, key decision points, fee leveling issues, and other issues.

Thanks,

**Joshua A. Zuckerman**  
*Director of Policy and Research*  
Office of Mayor LaToya Cantrell | City of New Orleans  
1300 Perdido St 2E04  
[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)  
Office: (504) 658-4919  
Cell: (504) 357-8262

**From:** [Jennifer R. Cecil](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: STR permits  
**Date:** Monday, July 29, 2019 2:14:19 PM

---

Are you looking at  
Fund: 001  
Agency: 260  
Org: 2611  
Revenue Source: 9228  
? If so, it should be a little over \$1M

Or is it maybe something that combined NHIF or taxes?

---

Jennifer Cecil  
Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Deborah A. Vivien  
**Sent:** Monday, July 29, 2019 12:32 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** STR permits

It appears that the final 2018 numbers are showing \$3,034,376 for STR permit fees.

I'm thinking it includes the \$2M from the first Quality of Life payment. Does it look about \$2M too big to you, too?

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Deborah A. Vivien](#)  
**To:** [Chad J. Brown](#)  
**Cc:** [Courtney W. Story](#); [Gilbert A. Montaño](#); [Norman L. White](#); [Chad C. Dyer](#); [Jennifer R. Cecil](#); [Tara G. Richard](#)  
**Subject:** RE: follow-up STR meetings  
**Date:** Monday, July 29, 2019 1:15:30 PM  
**Attachments:** QOL Questions for Govt Affairs 7-30-19.docx

---

Answers to revenue questions attached. If there is more needed from me, please let me know.

---

**From:** Chad J. Brown  
**Sent:** Friday, July 26, 2019 4:58 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** Re: follow-up STR meetings

We can decide on Monday. Gilbert has not been here and I can't speak for IGR.

Sent from my iPhone

On Jul 26, 2019, at 4:48 PM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

Thanks, are we speaking with councilmembers prior to Tuesday's GA meeting?

---

**From:** Chad J. Brown  
**Sent:** Friday, July 26, 2019 4:41 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** Re: follow-up STR meetings

Hey Deb,

Joyce arranged another meeting for this group to connect on Monday (since Gilbert will be back). We can build the final slides after that.

We were focused on getting the budget committee slides our first.

Thanks.

Sent from my iPhone

On Jul 26, 2019, at 3:34 PM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

Were there any follow-ups to yesterday's STR meeting? It seems that

Council meetings were discussed as well as a narrative for the GA presentation.

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

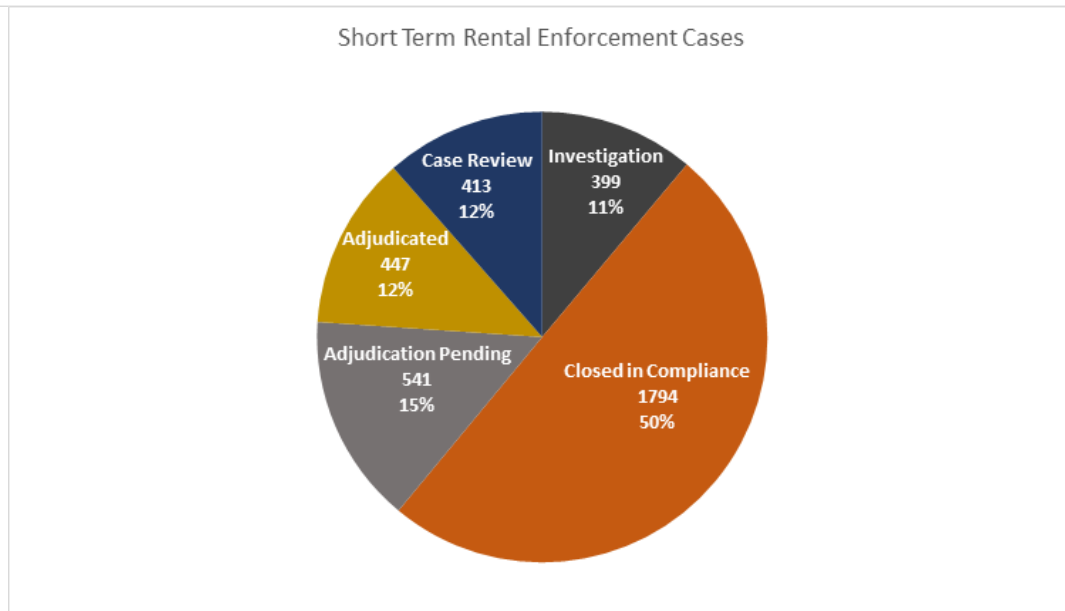
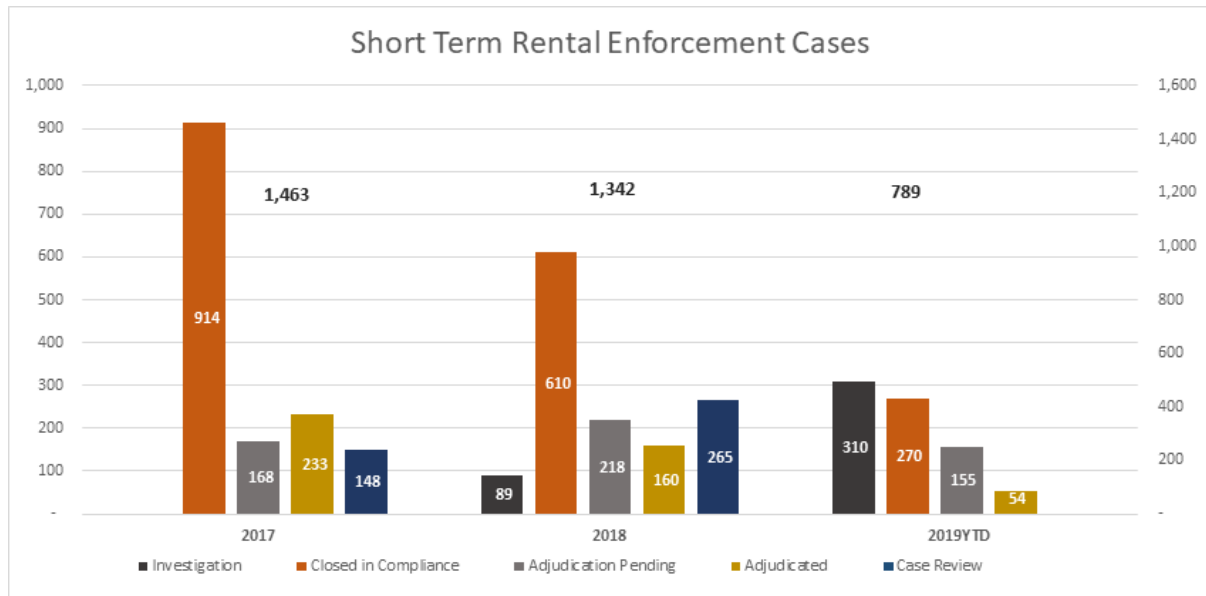
1300 Perdido Street  
New Orleans, LA 70112

**From:** [Jennifer R. Cecil](#)  
**To:** [Ashley J. Becnel](#); [John D. Pourciau](#); [Joshua A. Zuckerman](#)  
**Subject:** RE: Short Term Rentals  
**Date:** Friday, July 26, 2019 2:17:33 PM  
**Attachments:** image002.png  
 image004.png  
 image007.png  
 image008.png  
 image009.png  
 image010.png  
 image011.png

Josh,

Below are some stats and graphs you may find helpful in informing your memo:

## 1. Enforcement



## 2. Licenses Application Processing

	Issued	Denied	Total Filed
<b>2017</b>		5,349	9,157
	3,808		
<b>2018*</b>		4,512	8,285
	3,773		

<b>YTD</b>		2,309	3,996
<b>2019</b>	1,687		

3. Impact of New Legislation – Based on Matching all previously licensed properties and the homestead exemption and unit cap requirement currently in draft form by Council, below is the population that we expect to be eligible for licensing under the contemplated regime.

New License Type	Number of Expected Licensed Units
Residential Partial	264
Residential Small/Large	1,264
Type C (commercial)	909
	2,437

4. Compliance Rates – From AirDNA.com

#### Airbnb Vacation Rental Regulation

There's no doubt that the problem is complex. It is one that involves a wide range of issues such as individual property rights, public safety, affordable housing, and economic stimulus. Every city seems to be taking a different approach to balancing the priorities of the local residents and business owners. The result is a patchwork of new restrictions and penalties intended to gain control over the proliferation of new rental properties.

Globally, cities are implementing licensing requirements to limit the number of new rentals and better monitor the activity of existing ones. But, licensing requirements are only as effective as the compliance these cities are able to achieve. Our findings show that strict usage laws, taxes, and cumbersome registration processes have driven most Airbnb hosts underground, who find ways to hide their addresses and identify to avoid onerous new restrictions and taxes.

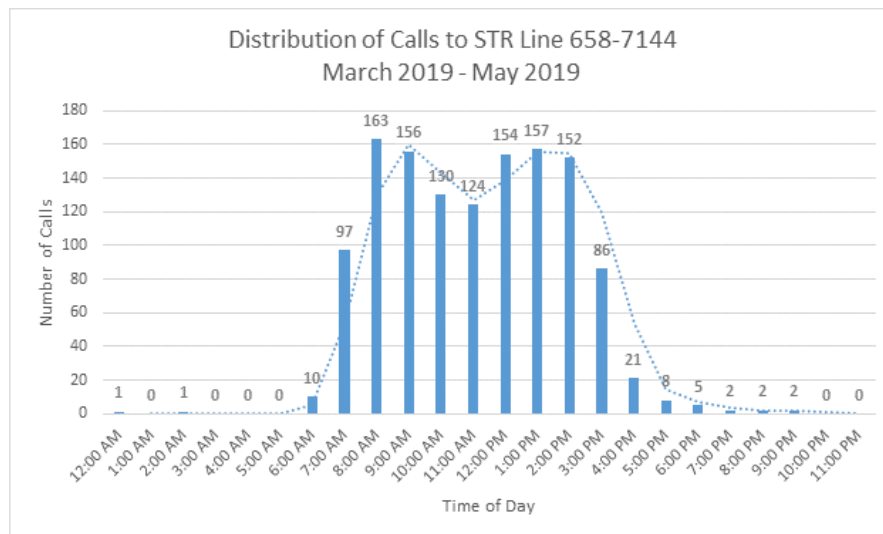
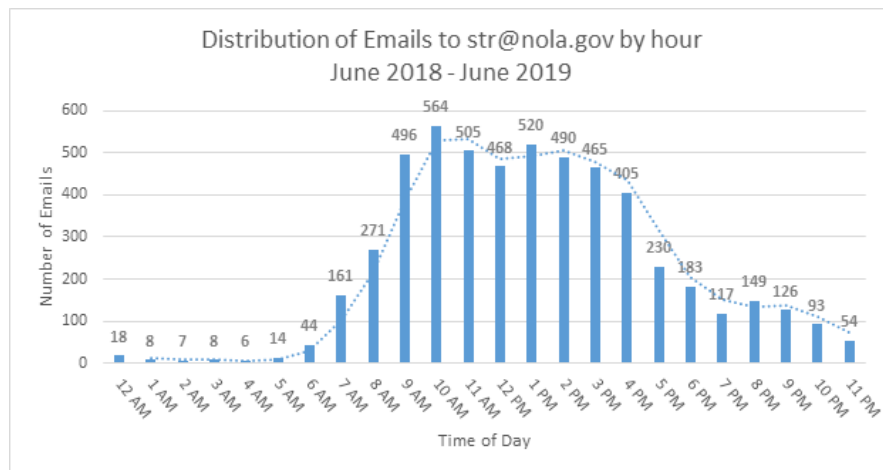
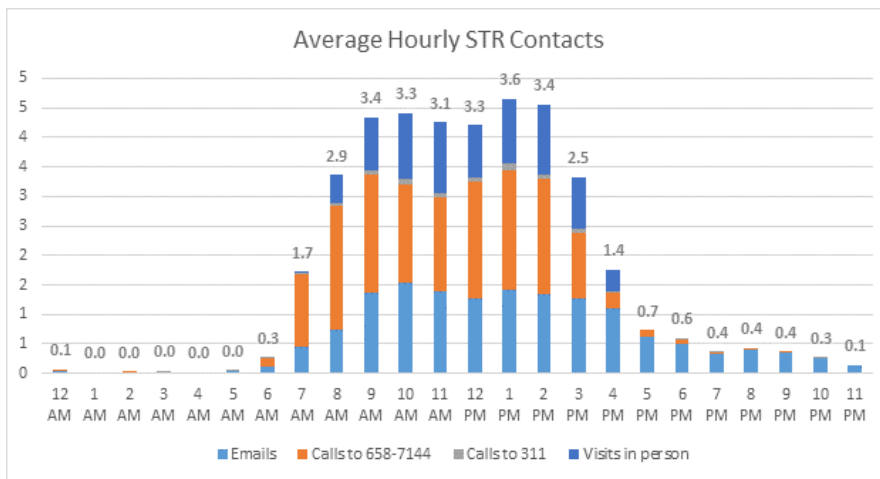
AirDNA has identified 365 cities around the world that had some sort of licensing requirement. Of those, in only 3 cities (0.8%), the majority of the Airbnb rentals had a license number displayed.

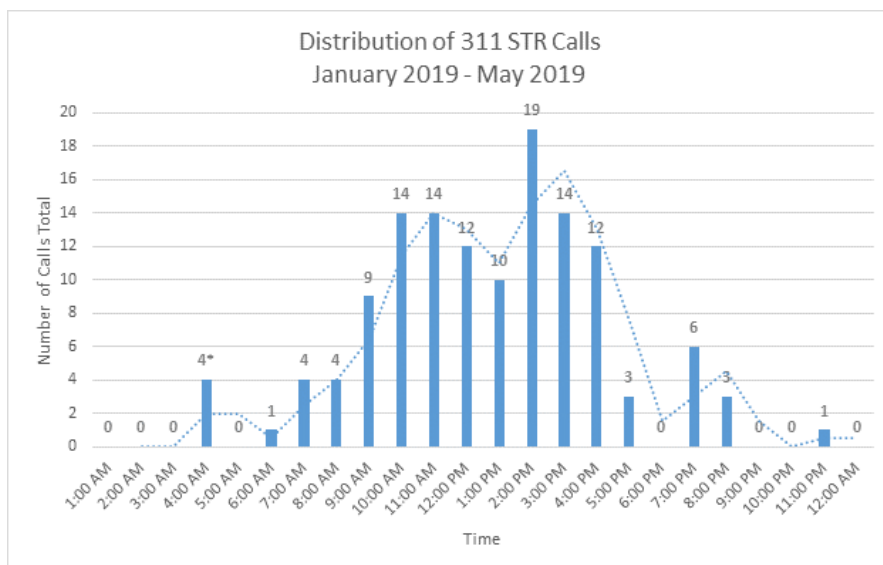
City	Country	Active Listings	% w/ Registration
Chicago	USA	4389	92%
New Orleans	USA	4084	90%
Porto	Portugal	4473	51%
Kihei	USA	2927	50%
Sitges	Spain	1148	50%
Lisbon	Portugal	9677	46%
Barcelona	Spain	9662	46%
Denver	USA	2642	46%
Salou	Spain	1305	45%
Roses	Spain	1167	45%
Lloret de Mar	Spain	1475	44%

[https://www.airdna.co/blog/hide-seek-game-airbnb-](https://www.airdna.co/blog/hide-seek-game-airbnb-host-compliance)

[host-compliance](https://www.airdna.co/blog/hide-seek-game-airbnb-host-compliance)

5. How bad is it? A look at complaint data distribution/ do we need a 24/7 office? (Anecdotal evidence can be extremely compelling, but also misleading.) Non-police STR staff will never be able to make arrests of break up a disruptive activity in progress. Our remedies are restricted to adjudications against the property owners. Of course, if we witness illegal activity, we do notify police, but we cannot enter and search residences without notice, generally.






---

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jcecil@nola.gov](mailto:jcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Ashley J. Becnel

**Sent:** Friday, July 26, 2019 10:33 AM

**To:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Joshua A. Zuckerman <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>

**Subject:** RE: Short Term Rentals

Great! Josh, please let me know if there's any way I can assist.

Ashley J. Becnel

Chief Zoning Official

City of New Orleans

[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)

---

**From:** John D. Pourciau

**Sent:** Friday, July 26, 2019 10:32 AM

**To:** Ashley J. Becnel; Joshua A. Zuckerman

**Subject:** RE: Short Term Rentals

Hey Ashley, we are putting together an updated comprehensive briefing on short term rentals for the Mayor, including some up to the minute key strategic decisions that may need to be addressed. Josh, who is cc'd is running lead on that brief. I don't have a specific meeting today to discuss policy but I do want to make sure she gets something to review by the end of the day.

Thanks,

John

---

**From:** Ashley J. Becnel

**Sent:** Friday, July 26, 2019 10:29 AM

**To:** John D. Pourciau

**Subject:** Short Term Rentals

Hi John,

I gave you a call but missed you. Jen mentioned that you were likely meeting with a group this afternoon to discuss short term rental policy issues. I wanted to touch base and let you know that I'd be happy to pull together any material you think would help your discussion, and/or to attend if you feel that would be helpful. I've spent more time looking at this issue than I think anyone would ever want to, so I'd be happy to take some of the weight off of anyone else if I can.



Thanks!

Ashley J. Becnel  
Chief Zoning Official  
City of New Orleans  
[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#)  
**Subject:** RE: STR Tax Equalization Growth Changes - rate v nightly.xlsx  
**Date:** Friday, July 26, 2019 10:53:06 AM  
**Attachments:** STR Tax Equilization May 2019 w nightly.xlsx

---

Hey John,

Attached is the chart we were looking at which shows the estimated equalization on the yellow lines. I thought you wanted to show that a rate allowed the city to take advantage of economic shifts while a nightly fee could be excluded from economic growth. Please let me come talk to you so we can be on the same page.

Please be aware that the attached equalization estimate does not agree with the fee structure being proposed by HR&A and up for consideration on 8/8.

Thanks,

Deb

---

**From:** John D. Pourciau  
**Sent:** Friday, July 26, 2019 10:29 AM  
**To:** Deborah A. Vivien <deborah.vivien@nola.gov>  
**Subject:** RE: STR Tax Equalization Growth Changes - rate v nightly.xlsx

Hey Deb,

Thanks for this – correct me if I’m wrong, but I think it’s a little different from what I’m looking for, which is – are the effective STR tax rates the same as the effective rates on hotels? Thanks

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, July 25, 2019 6:08 PM  
**To:** John D. Pourciau  
**Cc:** Katie Donahue  
**Subject:** STR Tax Equalization Growth Changes - rate v nightly.xlsx

John,

I’m trying to show what you requested at the last STR meeting where rates are subject to economic fluctuations but nightly fees may not be. Please see the table in the sheet. I can explain this further if you need it or change things up.

Deb  
8-8638

**From:** [Tara G. Richard](#)  
**To:** [Joshua A. Zuckerman](#); [John D. Pourciau](#); [Arthur C. Walton](#)  
**Subject:** STR enforcement issue: GA Committee July 30, 2019 at 10am  
**Date:** Thursday, July 25, 2019 4:34:01 PM  
**Attachments:** STREnf.CAO.Ltr.pdf  
image001.png

---

Can we talk about this?

Tara

---

**From:** Andrew J. Sullivan  
**Sent:** Wednesday, July 24, 2019 1:48 PM  
**To:** Gilbert A. Montaño  
**Cc:** Tara G. Richard; Kristin G. Palmer  
**Subject:** GA Committee July 30, 2019 at 10am

Hi Gilbert,

Please see the attached letter from the Governmental Affairs Committee requesting you to come present regarding funding for STR enforcement. Thank you,

**Andrew Sullivan**

**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112

[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

Office: (504) 658-1032

Cell: (504) 496-8889

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**From:** [Joseph I. Giarrusso](#)  
**To:** [Toni McCormick](#); [Amanda B. Rizzo](#); [Andrew V. Tuozzolo](#); [Moreno Council Shared](#); [CouncilDistrictD](#); [Cyndi Nguyen](#); [Jay H. Banks](#); [Jason R. Williams](#); [Mayor LaToya Cantrell](#); ["Perlstein, Michael"](#)  
**Cc:** ["Amy Rini"](#); ["Drew Ward"](#); ["roberta m-hound.com"](#); [Jamie Hill](#); ["Cherie"](#)  
**Subject:** Re: Media Advisory: Agenda Highlights for Regular Council Meeting on July 25, 2019 P  
**Date:** Wednesday, July 24, 2019 8:04:49 PM

---

Toni, this is what I know. Last year, the Board of Liquidation voted to decrease bond millages from 25.5 to 22.5 mills. Those 3 mills were not on the tax rolls this year. This by-request resolution would place those three mills back on the tax rolls to be used for repair and rehabilitation of infrastructure and the purchase of items ranging from cars to software for cyber security. The millages -- along with the proposed bond issuance and 6.75% STR tax -- would be on the ballot in November.

Joe

Sent from my Sprint Samsung Galaxy S9.

----- Original message -----

**From:** Toni McCormick <videocon@earthlink.net>  
**Date:** 7/24/19 6:27 PM (GMT-06:00)  
**To:** "Joseph I. Giarrusso" <Joseph.Giarrusso@nola.gov>, "Amanda B. Rizzo" <Amanda.Rizzo@nola.gov>, "Andrew V. Tuozzolo" <avtuozzolo@nola.gov>, Moreno Council Shared <morenocouncil@nola.gov>, CouncilDistrictD <CouncilDistrictD@nola.gov>, Cyndi Nguyen <Cyndi.Nguyen@nola.gov>, "Jay H. Banks" <jay.h.banks@nola.gov>, "Jason R. Williams" <jarwilliams@nola.gov>, Mayor LaToya Cantrell <mayor@nola.gov>, "Perlstein, Michael" <mperlstein@wwltv.com>  
**Cc:** 'Amy Rini' <st.toulouse@yahoo.com>, 'Drew Ward' <drew.ward@gmail.com>, "'roberta m-hound.com'" <roberta@m-hound.com>, Jamie Hill <jamielhill@gmail.com>, 'Cherie' <cherief@cox.net>  
**Subject:** FW: Media Advisory: Agenda Highlights for Regular Council Meeting on July 25, 2019 P

**EMAIL FROM EXTERNAL SENDER**

Mr. Giarrusso,

I just received this media advisory and after reading bullets 3 & 4 I'm asking for clarification—especially for #4. Most of the property in this City (unless you have the supreme fortune to be a non-profit) has more than doubled. Is this (up to 3 mil) proposed tax ON TOP of the already double plus assessment? Please provide an explanation on how this works and if it affects properties that are frozen. An example (including the 50% increased assessment) of the cost would be much appreciated,

Based on your explanation, my response will be forthcoming. I would also like to know the parameters for WHEN these so-called special elections will take place (holidays, Jazz fest) as is typical for them to ensure the lowest voter turn-out.

a special election that would authorize the City Council to assess a property tax of up to

three mills to fund multiple types of infrastructure and other related projects.

Unfortunately I'm not in town—otherwise I'd be front and center at this meeting.

---

**From:** New Orleans City Council [mailto:pr@citycouncilpr.ccsend.com] **On Behalf Of** New Orleans City Council

**Sent:** Wednesday, July 24, 2019 4:20 PM

**To:** videocon@earthlink.net

**Subject:** Media Advisory: Agenda Highlights for Regular Council Meeting on July 25, 2019



<https://files.constantcontact.com/0ea4ccd8001/95312e06-a0cf-420f-a79a-3287782b65ca.jpg>



**MEDIA ADVISORY**

**July 24, 2019**

---

## **New Orleans City Council to Consider Operation Requirements for Nursing Homes, Honorary Street Dedication, Resolution Regarding Issuance of Bonds, Polling Place Relocations, and More**

**What:** Among the items to be heard at tomorrow's regular meeting of the City Council:

- The Council will consider authorizing honorary street dedication signage for Fr. Joseph Pham Van Tue.
  - This item will be taken up at **approximately 10:30 a.m.**
- The Council will consider an [ordinance](#) to establish regulations for the operation of nursing homes.
  - This item will be taken up at **approximately 10:45 a.m.**
- The Council will receive a presentation from the Cantrell Administration and consider a corresponding [resolution](#) calling a special election that would give the Council authorization to incur debt through the issuance of bonds for infrastructure projects.

- In that same presentation, the Administration will also ask for the Council's approval of a resolution to call a special election that would authorize the City Council to assess a property tax of up to three mills to fund multiple types of infrastructure and other related projects.
  - These items will be taken up at **approximately noon**
- The Council will consider establishing polling place relocations effective August 1, 2019.
- The Council will consider an ordinance to amend an existing Cooperative Endeavor Agreement (CEA) to reallocate funds to the Sewerage and Water Board (S&WB).
- Additionally, the Council will receive a presentation from Greenlight New Orleans on its Rain Barrel Program.
- Among the items Councilmembers do not intend to consider and which, as a result, **may be deferred**:
  - [NCDAC Appeal](#) - 1401 Tricou St.
  - [NCDAC Appeal](#) - 2139 Painters St.
  - [Zoning Docket 44-19](#)
  - [Zoning Docket 53-19](#)
  - [Zoning Docket 60-19](#)
  - [Ordinance 32,681](#)
  - [Ordinance 32,682](#)
  - [Ordinance 32,685](#)
  - [Ordinance 32,691](#)
  - [Ordinance 32,702](#)
  - [Ordinance 32,708](#)
  - [Ordinance 32,709](#)

To view the regular meeting agenda, click [here](#).

**When:**

Thursday, July 25, 2019, at 10 a.m.

**Where:**

City Council Chamber  
City Hall, 1300 Perdido St.  
Click [here](#) for map

###

**Contact:**

David Gavlinski  
Chief of Staff  
(504) 658-1101  
[dsgavlinski@nola.gov](mailto:dsgavlinski@nola.gov)

---

**New Orleans City Council**

The New Orleans City Council is the legislative branch of New Orleans city government. The Council considers and enacts all local laws that govern the City of New Orleans. The Council also approves the

operating and capital budgets for the City, as recommended by the mayor, and continually monitors revenues and expenditures for local government operations. The City Council is also the regulatory body for public utilities. It also reviews and has final say on many land use and zoning matters, as well as considers major economic development projects for the City. As a Board of Review for Orleans Parish, the Council examines appeals of property tax assessments for real estate taxes, and certifies tax rolls to the Louisiana Tax Commission. Other responsibilities of the Council include overseeing the operation of the public access television in Orleans Parish. Streaming video and video archives of the City Council's Regular and Committee meetings can be found on the City Council [website](#).

The City Council is comprised of five districts and two Councilmembers-at-large. Council President and Councilmember-at-Large Helena Moreno; Council Vice President and Councilmember-at-Large Jason R. Williams; District "A" Councilmember Joseph I. Giarrusso; District "B" Councilmember Jay H. Banks; District "C" Councilmember Kristin Gisleson Palmer; District "D" Councilmember Jared C. Brossett; and District "E" Councilmember Cyndi Nguyen.

New Orleans City Council, City Hall, 1300 Perdido Street, New Orleans, LA 70112

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Sent by [citycouncilpr@thespearsgroup.com](mailto:citycouncilpr@thespearsgroup.com)

**From:** [Randall McElroy](#)  
**To:** [Courtney W. Story](#)  
**Subject:** RE: Briefing on STR / Affordable Housing incentive study results  
**Date:** Wednesday, July 24, 2019 4:16:18 PM

---

Thank you Courtney.

---

**From:** Courtney W. Story  
**Sent:** Wednesday, July 24, 2019 3:46 PM  
**To:** Randall McElroy <Randall.McElroy@nola.gov>  
**Subject:** FW: Briefing on STR / Affordable Housing incentive study results

FYI

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Courtney W. Story  
**Sent:** Wednesday, July 24, 2019 3:12 PM  
**To:** Norman L. White; Audrey Jones  
**Subject:** FW: Briefing on STR / Affordable Housing incentive study results

FYI

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Courtney A. Stuckwisch Wong  
**Sent:** Monday, July 22, 2019 1:56 PM  
**To:** Tara G. Richard; Clifton M. Davis; Arthur C. Walton; John D. Pourciau; Liana Elliott; Katie Donahue; Ellen M. Lee; M. Tyler Russell; Chad J. Brown; Courtney W. Story; Stephanie M. Hennings; Ashley J. Becnel  
**Cc:** Gilbert A. Montaño; Norman L. White; Chad C. Dyer; Joycelyn E. Christopher  
**Subject:** RE: Briefing on STR / Affordable Housing incentive study results

Good afternoon,

I'm attaching documents from HR&A. I will have a few copies of the full report and enough copies of the handout for everyone. See you in the press room shortly.



Courtney

-----Original Appointment-----

**From:** Tara G. Richard

**Sent:** Monday, July 15, 2019 1:33 PM

**To:** Tara G. Richard; Clifton M. Davis; Arthur C. Walton; John D. Pourciau; Liana Elliott; Katie Donahue; Ellen M. Lee; M. Tyler Russell; Courtney A. Stuckwisch Wong; Chad J. Brown; Courtney W. Story; Stephanie M. Hennings; Ashley J. Becnel

**Cc:** Gilbert A. Montañó; Norman L. White; Chad C. Dyer; Joycelyn E. Christopher

**Subject:** Briefing on STR / Affordable Housing incentive study results

**When:** Monday, July 22, 2019 3:30 PM-4:30 PM (UTC-06:00) Central Time (US & Canada).

**Where:** Press Room

**From:** [Chad J. Brown](#)  
**To:** [Gilbert A. Montaño](#)  
**Cc:** [Stephanie M. Hennings](#); [Courtney W. Story](#)  
**Subject:** RE: GA Committee July 30, 2019 at 10am  
**Date:** Wednesday, July 24, 2019 2:02:08 PM

---

OK. We will get you a plan of action by Friday.

In the meantime we will schedule a meeting with the internal team (Chad D, Norm, Zack, and Jen) and will work on draft responses.

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Gilbert A. Montaño  
**Sent:** Wednesday, July 24, 2019 1:59 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Stephanie M. Hennings <[smhennings@nola.gov](mailto:smhennings@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>  
**Subject:** Fwd: GA Committee July 30, 2019 at 10am

Please review letter and let's discuss all the answers accordingly. The timeline is pretty short.

Thanks, Gilbert

Sent from my iPhone

Begin forwarded message:

**From:** "Andrew J. Sullivan" <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>  
**Date:** July 24, 2019 at 1:48:13 PM CDT  
**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>, "Kristin G. Palmer" <[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)>  
**Subject:** GA Committee July 30, 2019 at 10am

Hi Gilbert,

Please see the attached letter from the Governmental Affairs Committee requesting you to come present regarding funding for STR enforcement. Thank you,

**Andrew Sullivan**  
**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112

[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

Office: (504) 658-1032

Cell: (504) 496-8889

**Like Us On** [Facebook](#)

**Follow Us On** [Twitter](#)

**Find Us On** [Instagram](#)

**From:** [Courtney W. Story](#)  
**To:** [Ashley J. Becnel](#); [Jennifer R. Cecil](#)  
**Cc:** [Chad J. Brown](#)  
**Subject:** STR Meeting this Afternoon w/Finance  
**Date:** Wednesday, July 24, 2019 11:58:10 AM

---

Hey ladies,

Norm asked that you attend the STR meeting this afternoon at 3PM if you are available (Chad fwded the invite). Norm has some questions about the revenue implications of the proposed STR changes in both the short and long term.

Thanks,

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Deborah A. Vivien](#); [Gilbert A. Montaño](#)  
**Cc:** [Chad J. Brown](#)  
**Subject:** RE: HR&A STR meeting outcome  
**Date:** Tuesday, July 23, 2019 9:35:25 AM  
**Attachments:** STR.Permits.7232019.xlsx

Hi all,

I was able to duplicate the numbers HR&A arrived at from the data in their report. I'm not confident in the accuracy of the data in the report however.

See below for my calculations. Let me know if you have any questions on how I arrived at these numbers.

Unit Type	Number of Units*	Avg Stay (Days)**	New Nightly Impact Fee	NHIF	Revenue from Existing NHIF Fee	Revenue from New Nightly Impact Fee	Total Gross Revenue
Commercial	1820	140	\$9.00	\$1.00	\$254,800.00	\$2,293,200.00	\$2,548,000.00
Residential	6680	125	\$4.00	\$1.00	\$835,000.00	\$3,340,000.00	\$4,175,000.00

\* Total commercial units (pg 64)

Total residential units = total units (pg 12) - commercial units (pg 64)

\*\* Commercial avg stay (pg 57)

Residential avg stay calculated from values on pg 32

I also pulled the permit data from S&P which shows we have ~2400 permitted units (data attached). I used the same avg stays data from the analysis above for the analysis below.

Unit Type	Number of Units*	Avg Stay (Days)**	Nightly Impact Fee	NHIF	Revenue from Existing NHIF Fee	Revenue from New Nightly Impact Fee	Total Gross Revenue
Commercial	1118	140	\$9.00	\$1.00	\$156,520.00	\$1,408,680.00	\$1,565,200.00
Residential	1310	125	\$4.00	\$1.00	\$163,750.00	\$655,000.00	\$818,750.00

Let me know if you have any questions.

Thanks,

Courtney

--

Courtney Werpy Story, MPH  
Innovation Manager  
City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Monday, July 22, 2019 6:31 PM  
**To:** Gilbert A. Montaño  
**Cc:** Courtney W. Story  
**Subject:** HR&A STR meeting outcome

I'm not sure what to do with this information since the process is so far along.

I'm evaluating HR&A's report and have the following observations and questions:

The plan is to present these funding recommendations for affordable housing to the Council chiefs of staff tomorrow with a Council vote imposing a STR nightly fee and conversion fee either this Thursday or in two weeks. It is recommended that IGR convey to the Council when these briefings begin tomorrow that the plan has the potential to reduce the city general fund to allow the CMs to be aware of the influence to budgeted and prospective general fund revenue before they vote to fund affordable housing under this plan.

The recommendation of HR&A is to establish a new nightly STR fee of \$9/night for commercial STRs and \$4 for residential with proceeds dedicated to affordable housing (the existing \$1 NHIF nightly fee remains). In addition, they will recommend a land use conversion fee of \$12,300 for any long or short term commercial rental that is converting to a hotel to discourage that practice. Chad D. questioned this as unfair to a commercial entity that may convert the property unsuccessfully, then repurpose to a non-lodging use. A third recommendation of a \$7/night additional fee along with a \$2,500 unit conversion fee on all residential units converting to STRs, which was questioned by Safety and Permits as a potentially burdensome enforcement effort.

There is a significant chance that this fee adoption could lead to a reduction in STR revenue for the following reasons:

1. Nightly occupancy assumptions do not appear to correspond to NHIF collections(140,000 nights assumed vs 600,000 nights for NHIF?)
2. Elasticities or behavior in response to higher fees either here or through Fair Share is unknown both in terms of switching to hotels or leaving the STR market
3. None of these estimates take into account any rule changes or other tax issues, such as reassessments
4. A parallel effort is underway to fund an enforcement office that could further reduce revenue as it targets paying platforms (not that illegal STRs are ok – simply a revenue generation observation)
5. The exposure to the existing budget is around \$10M, which is significant if the negative response is stronger than anticipated (with potentially additional \$10M+ in additional exposure outside of GF)

6. No mention of the impact to the residential market with a \$5 increase, though residential STRs apparently have a greater bearing on the general fund since they comprise 75% of the permits issued.

The HR&A report represents that the city will receive \$6.2M-\$6.7M annually for affordable housing from the nightly fees. I am unable to duplicate these results from the numbers in the report. My figure from a quick analysis would be closer to \$3.75M annually under the same assumptions, including \$0.6M for the existing \$1 NHIF nightly fee. I welcome any additional explanation of this.

The HR&A conclusion is that the STR market can handle these fees without much change, though the conclusion is admittedly fraught with uncertainty. Further, slide 65 shows the impacts to units due to the 6.75% fair share rate change at a 30% drop in value for 11% of units and from the nightly fee impacting 8% of commercial units with a 14% drop in value, magnitudes of which imply some market response that is not inherent in the report's conclusion.)

Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Fwd: HR&A STR meeting outcome  
**Date:** Monday, July 22, 2019 6:34:29 PM

---

FYI - I will vet the calculations tomorrow am

Sent from my iPhone

Begin forwarded message:

**From:** "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Date:** July 22, 2019 at 6:31:07 PM CDT  
**To:** Gilbert A. Montano <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** "Courtney W. Story" <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** HR&A STR meeting outcome

I'm not sure what to do with this information since the process is so far along.

I'm evaluating HR&A's report and have the following observations and questions:

The plan is to present these funding recommendations for affordable housing to the Council chiefs of staff tomorrow with a Council vote imposing a STR nightly fee and conversion fee either this Thursday or in two weeks. It is recommended that IGR convey to the Council when these briefings begin tomorrow that the plan has the potential to reduce the city general fund to allow the CMs to be aware of the influence to budgeted and prospective general fund revenue before they vote to fund affordable housing under this plan.

The recommendation of HR&A is to establish a new nightly STR fee of \$9/night for commercial STRs and \$4 for residential with proceeds dedicated to affordable housing (the existing \$1 NHIF nightly fee remains). In addition, they will recommend a land use conversion fee of \$12,300 for any long or short term commercial rental that is converting to a hotel to discourage that practice. Chad D. questioned this as unfair to a commercial entity that may convert the property unsuccessfully, then repurpose to a non-lodging use. A third recommendation of a \$7/night additional fee along with a \$2,500 unit conversion fee on all residential units converting to STRs, which was questioned by Safety and Permits as a potentially burdensome enforcement effort.

There is a significant chance that this fee adoption could lead to a reduction in STR revenue for the following reasons:

- <!--[if !supportLists]-->1. <!--[endif]-->Nightly occupancy assumptions do not appear to correspond to NHIF collections(140,000 nights assumed vs 600,000 nights for NHIF?)
- <!--[if !supportLists]-->2. <!--[endif]-->Elasticities or behavior in response

to higher fees either here or through Fair Share is unknown both in terms of switching to hotels or leaving the STR market

<!--[if !supportLists]-->3. <!--[endif]-->None of these estimates take into account any rule changes or other tax issues, such as reassessments

<!--[if !supportLists]-->4. <!--[endif]-->A parallel effort is underway to fund an enforcement office that could further reduce revenue as it targets paying platforms (not that illegal STRs are ok – simply a revenue generation observation)

<!--[if !supportLists]-->5. <!--[endif]-->The exposure to the existing budget is around \$10M, which is significant if the negative response is stronger than anticipated (with potentially additional \$10M+ in additional exposure outside of GF)

<!--[if !supportLists]-->6. <!--[endif]-->No mention of the impact to the residential market with a \$5 increase, though residential STRs apparently have a greater bearing on the general fund since they comprise 75% of the permits issued.

The HR&A report represents that the city will receive \$6.2M-\$6.7M annually for affordable housing from the nightly fees. I am unable to duplicate these results from the numbers in the report. My figure from a quick analysis would be closer to \$3.75M annually under the same assumptions, including \$0.6M for the existing \$1 NHIF nightly fee. I welcome any additional explanation of this.

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Thanks,

Deb

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112



**From:** [Joshua A. Zuckerman](#)  
**To:** [Tara G. Richard](#); [M. Tyler Russell](#)  
**Cc:** [Arthur C. Walton](#); [John D. Pourciau](#); [Ray J. Bolling](#); [Liana Elliott](#)  
**Subject:** RE: STR resolution (for August 8 vote)  
**Date:** Friday, July 19, 2019 10:19:37 AM  
**Attachments:** HB43 One Pager.docx

---

Here is a draft one pager on the STR Tax

---

**From:** Tara G. Richard  
**Sent:** Thursday, July 18, 2019 6:55 PM  
**To:** Joshua A. Zuckerman <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>; M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)>  
**Cc:** Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Ray J. Bolling <[rjbolling@nola.gov](mailto:rjbolling@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
**Subject:** RE: STR resolution (for August 8 vote)

Can you please turn this information into a one-pager for ease of reference?

Thanks.  
Tara

---

**From:** Joshua A. Zuckerman  
**Sent:** Thursday, July 18, 2019 3:51 PM  
**To:** M. Tyler Russell; Tara G. Richard  
**Cc:** Arthur C. Walton; John D. Pourciau; Ray J. Bolling; Liana Elliott  
**Subject:** RE: STR resolution (for August 8 vote)

Attached is the enrolled act as signed by the Governor.

The relevant portion in regards to the 75/25 split and CEA reads as follows:

“D. Except as provided in Subsection C of this Section, the proceeds of the tax shall be distributed as follows:

- (1) An amount equal to twenty-five percent of the proceeds shall be allocated, pursuant to a cooperative endeavor agreement, to New Orleans & Company to be used to promote tourism in the city.
- (2) An amount equal to seventy-five percent of the proceeds shall be dedicated to the infrastructure fund of the city.”

---

**From:** M. Tyler Russell  
**Sent:** Thursday, July 18, 2019 3:46 PM  
**To:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Joshua A. Zuckerman <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>  
**Cc:** Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Ray J. Bolling <[rjbolling@nola.gov](mailto:rjbolling@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
**Subject:** RE: STR resolution (for August 8 vote)

Attaching the Resolution and the ballot language is below—

“SHORT TERM RENTALS OCCUPANCY TAX PROPOSITION

Shall the City of New Orleans (the “City”), under provisions of Article VI, Section 30 of the Louisiana Constitution and other applicable constitutional and statutory authority, be authorized to levy and collect, beginning January 1, 2020, on short term rentals of overnight lodging in the City an occupancy tax (the “Tax”) in an amount not to exceed six and three-quarters percent (6  $\frac{3}{4}$  %) of the rent or fee charged for such occupancy, with approximately \$10,500,000 estimated to be collected from the levy of the Tax for an entire year if it is levied at the 6  $\frac{3}{4}$  % maximum, and with the proceeds of such Tax, except for a reasonable collection fee, if any, to be distributed as follows: seventy-five percent (75%) shall be dedicated to the infrastructure fund of the City and twenty-five percent (25%) shall be allocated, pursuant to a cooperative endeavor agreement, to New Orleans & Company to be used to promote tourism in the City?”

Tyler

---

**From:** Tara G. Richard

**Sent:** Thursday, July 18, 2019 3:14 PM

**To:** M. Tyler Russell; Joshua A. Zuckerman

**Cc:** Arthur C. Walton; John D. Pourciau; Joshua A. Zuckerman; Ray J. Bolling; Liana Elliott

**Subject:** STR resolution (for August 8 vote)

For visibility, can you all please share the Resolution to be voted on at the Aug. 8 meeting regarding the STR tax? This includes the ballot language.

And the legislation that includes the 75% / 25% language (with the CEA requirement)?

Thanks.

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Cynthia M. Connick](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Nancy E. Borland](#)  
**Subject:** Re: promised docs  
**Date:** Wednesday, July 17, 2019 2:58:17 PM

---

Thank you..

Sent from my iPhone

On Jul 17, 2019, at 2:47 PM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

Sorry for the delay. This is the original FS agreement doc and the law dedicating the 6.75% naming NOCO as 25% recipient.

Attachment: Fair Share Details and Roadmap is the only document referenced as "the agreement" that I've come across throughout the process. This is the only document I can find that mentions a merger.

Legislation

Act 169 6.75% STR tax showing the dedication language for NOCO (p2 line 16-19)  
<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1143877>

<Fair Share Details and Roadmap May 9 2019.docx>

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Fwd: STR Regulations  
**Date:** Wednesday, July 17, 2019 1:11:15 PM

---

Let me know who all should be in this meeting and I'll request from Tyler ...

Also to debs point I def think we should have an internal meeting (probably after) to discuss internal mgmt

—  
Courtney Werpy Story, MPH  
Innovation Manager  
City of New Orleans

Desk 504.658.7678 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

Begin forwarded message:

**From:** "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Date:** July 17, 2019 at 1:02:43 PM CDT  
**To:** "Courtney W. Story" <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Cc:** Gilbert A. Montaña <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>, "Chad J. Brown" <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** Re: STR Regulations

This is a revenue issue so norms shop needs to be in it too.

I'm hoping we can discuss internal CAO expectations on STR and the millage issue so tasks and expectations are known throughout the multi-year budget process.

Sent from my iPhone. Please excuse typos.

On Jul 17, 2019, at 1:57 PM, Courtney W. Story  
<[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

We will schedule a meeting with IGR before the end of the week and will loop you in.

Thanks!

Courtney

--

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112

Desk 504.658.7674 | Mobile 504.377.0296 | Email  
[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

-----Original Message-----

From: Deborah A. Vivien

Sent: Wednesday, July 17, 2019 12:57 PM

To: Courtney W. Story

Cc: Chad J. Brown; Gilbert A. Montañó

Subject: Re: STR Regulations

Someone from CAO needs to be in those talks.

Sent from my iPhone. Please excuse typos.

On Jul 17, 2019, at 1:48 PM, Courtney W. Story  
<[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Tyler from IGR mentioned this morning that he believes that the fee amounts are not final yet and thinks council will continue to discuss the appropriate fee levels after

the initial vote next week.

Courtney

--

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

1300 Perdido Street | Suite 9E06 | New Orleans, LA  
70112 Desk

504.658.7674 | Mobile 504.377.0296 | Email  
[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

-----Original Message-----

From: Deborah A. Vivien

Sent: Wednesday, July 17, 2019 12:44 PM

To: Courtney W. Story

Cc: Chad J. Brown; Gilbert A. Montañó

Subject: Re: STR Regulations

The fee increase needs substantial discussion as behavior  
related to

it has budgetary and fair share implications

Sent from my iPhone. Please excuse typos.

On Jul 17, 2019, at 12:52 PM, Courtney W.  
Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

FYI

-

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

Desk 504.658.7678 | Mobile 504.377.0296 |

Email

[courtney.story@nola.gov](mailto:courtney.story@nola.gov)<<mailto:courtney.story@nola.gov>>

Begin forwarded message:

From: "M. Tyler Russell"

<[mrussell@nola.gov](mailto:mrussell@nola.gov)<<mailto:mrussell@nola.gov>>>

To: "Courtney W. Story"

<[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)<<mailto:Courtney.Story@nola.gov>>>, "Chad J.

Brown"

<[cjbrown@nola.gov](mailto:cjbrown@nola.gov)<<mailto:cjbrown@nola.gov>>>

Subject: STR Regulations

See attached. The Fact Sheet was prepared by CM Palmer's Office, the CZO rewrite has all the zoning requirements and largely tracks CPC's STR Study (but adds a French Quarter and Garden District Ban), the CH 26 Rewrite is Health/Safety Requirements and also includes permitting fee increases and \$5 and \$10 nightly fees for Residential and Commercial STRs respectively. The STR Interim Fund has already been created and signed into law by the Mayor, but no funds are currently being deposited into the fund. Passage of the CH 26 rewrite would deposit nightly fees and permitting fees into the Interim STR Fund for STR enforcement.

The GA Committee today will just be discussing the CH 26 rewrite. As far as funding for STR enforcement, I believe Council thinks a large portion of this can come from the permitting fee increase. For example Commercial STR permits are currently \$500 a year, the CH 26 rewrite would increase that to \$5,000 a year, impose \$50,000 platform permits, etc.

Tyler Russell

IGR Project Manager

Office of Mayor LaToya Cantrell

1300 Perdido St. | Suite 2E04

New Orleans, LA 70112

Office: (504) 658-4935

<Fact Sheet - STR Code Ordinance (1).pdf>  
<STR CZO Rewrite Ordinance

6-6-19.pdf> <STR CH 26 Permits and Fees,  
Operating Regs, Enforcement

Parameters, Penalties 6-6-19.pdf> <STR  
Interim STR Fund Ordinance CH



70 6-6-19.pdf>

**From:** [Jennifer R. Cecil](#)  
**To:** [Courtney W. Story](#)  
**Subject:** Re: STR Enforcement and Quality of Life Fund  
**Date:** Wednesday, July 17, 2019 1:00:47 PM

---

Why are we being so crawfishy? We already put in writing what is required to the council.

Does this mean CAO isn't sending anyone?

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

On Jul 17, 2019, at 12:57 PM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Zach, Jen, and Ashley – see below for where the CAO's office currently stands on STR enforcement.

In summary, it's agreed that we need a full picture analysis of the budgetary impact before any final decisions can be made.

S&P will focus their discussion (and answers to any questions) on the mechanics of enforcement as related to the proposed regulations. If they receive any questions regarding the expansion of STR enforcement and/or how this will be funded, they will highlight the following:

- <!--[if !supportLists]-->• <!--[endif]-->The CAO's office is working to understand the comprehensive fiscal implications on revenue of the proposed regulations, including financial analysis/fiscal note on any final STR approved regulations.
- <!--[if !supportLists]-->• <!--[endif]-->The CAO is working with S&P and other departments (involved with enforcement) to understand what resources they require for implementation (due to the proposed regulations).
- <!--[if !supportLists]-->• <!--[endif]-->As part of the 2020 budget process, all available funding mechanisms will be analyzed to assure that all recurring expenses can be appropriately supported.

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Deborah A. Vivien](#); [Chad J. Brown](#)  
**Subject:** STR Study  
**Date:** Wednesday, July 17, 2019 12:39:48 PM  
**Attachments:** STR Revenue Projections FINAL.DOCX

---

Deb,

The STR study just provided recommendations on new fees/fines but did not do any further analysis.

S&P completed the attached projections, but not that these are not aligned to the final recommendations before council.

Tyler also confirmed that this does not need to lay over for 20 days because it was introduced in June, and they will likely vote on it at next week's City Council.

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Ashley J. Becnel](#)  
**To:** [Brooke Perry](#); [Zachary R. Smith](#)  
**Cc:** [Robert D. Rivers](#); [Leslie T. Alley](#); [Paul Cramer](#); [Larry W. Massey Jr.](#); [Courtney W. Story](#); [Chad J. Brown](#)  
**Subject:** RE: STR Permit Data with Proposed Changes  
**Date:** Wednesday, July 17, 2019 12:29:29 PM  
**Attachments:** Excerpt from - CPC STR Presentation 10-3-18.pdf

---

Thanks, Brooke! Adding Courtney and Chad.

Ashley J. Becnel  
Chief Zoning Official  
City of New Orleans  
[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)

---

**From:** Brooke Perry  
**Sent:** Wednesday, July 17, 2019 12:20 PM  
**To:** Zachary R. Smith; Ashley J. Becnel  
**Cc:** Robert D. Rivers; Leslie T. Alley; Paul Cramer; Larry W. Massey Jr.  
**Subject:** STR Permit Data with Proposed Changes

Good Morning,

As mentioned, the 2019 STR Study looked at the change in STR permits over the past year since the IZD took effect. This can be found on page 45 of the [2019 Short Term Rental Study](#).

The 2018 study also looked at the STR permit data prior to the implementation of the IZD, and provided analysis on the number of licenses per property owner, per applicant, building type, etc. This can be found on page 53 of the [2018 Short Term Rental Study](#).

We have not done an analysis on how the proposed regulations could affect current licenses and future projected revenue. We did briefly discuss it at the October 3<sup>rd</sup>, 2018 CPC meeting at the request of the Commission (see attached slide). I also believe Deb Viven also did some revenue projections while we were working on the 2018 study.

Please let me know if you need any further information.

Best,

**Brooke Perry**  
Assistant Planning Administrator  
New Orleans City Planning Commission  
1300 Perdido Street, Suite 7W03  
New Orleans, LA 70112  
Office: 504.658.7035  
[BPerry@nola.gov](mailto:BPerry@nola.gov)

*Pronouns: she/her/hers*



**From:** [Stephanie M. Hennings](#)  
**To:** [Chad J. Brown](#); [Courtney W. Story](#)  
**Subject:** Quality of Life Notes from CAO Exec Team Meeting  
**Date:** Wednesday, July 17, 2019 11:54:31 AM

---

Disclaimer that I am not familiar with this topic at all / what the latest issue with this is, so I wasn't able to follow the conversation as well as I would have liked to, but please let me know if you need clarification on any items.

- For STR (GAM said) – this is a huge cash cow for the city, but more they (Council?) squeeze it (the fund? Or STR money?) and want more in it. This effects our bottomline equally, so it is important to talk long-term in the future is important for the council to understand; I want an STR push for fiscal note for financial analysis on what the decision on STR will mean
  - CDyer's impression is continue to ask planning commission to study the budgetary impact before implementing it
  - CDyer can give us this financial analysis very quickly (???)
- Norm- how are they regulating the administration's ability to regulating this? Why can the Council tell us how to enforce the money? Can't they just allocate the funding to us for enforcement and we decide what our method of enforcement is?
  - Answer to that is that we need a full picture analysis of what the full budgetary impact is – that is vital, but if we don't know the bottom line then that is our position

--

Stephanie Hennings  
*Director of Innovation*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7649 | Mobile 504.322.9656 | Email [smhennings@nola.gov](mailto:smhennings@nola.gov)

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Arthur C. Walton](#); [Ray J. Bolling](#)  
**Cc:** [M. Tyler Russell](#); [Joshua A. Zuckerman](#)  
**Subject:** FW: #PutHousingFirst: Call to Action: Contact City Council to Support Incentives to #FixTheMix & STR Enforcement  
**Date:** Wednesday, July 17, 2019 10:54:46 AM  
**Attachments:** Outlook-q0e3rzh3.png  
image001.png  
image001.png

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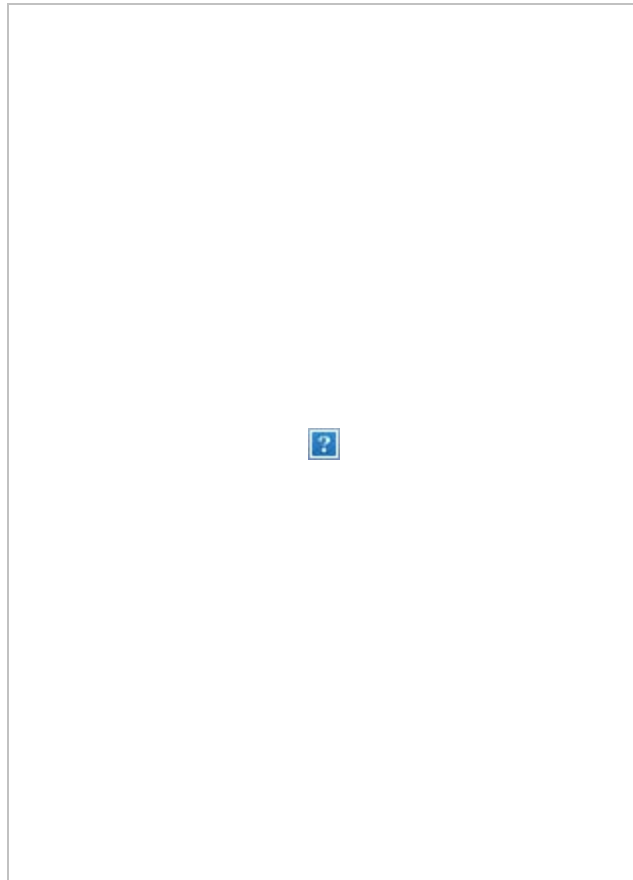
GNOHA sent out a Call to Action for the meeting tomorrow (see below).

This is the recommendation for the STR tax -- **“Only direct tax revenue from Short Term Rentals towards affordable housing and infrastructure. Make it clear that NO STR funding should be directed to tourism marketing!”**

[Tara](#)

----- Forwarded message -----

**From:** GNOHA <[info@gnoha.org](mailto:info@gnoha.org)>  
**Date:** Wed, Jul 17, 2019 at 9:16 AM  
**Subject:** #PutHousingFirst: Call to Action: Contact City Council to Support Incentives to #FixTheMix & STR Enforcement  
**To:** Andreanecia Morris <[amorris@gnoha.org](mailto:amorris@gnoha.org)>



**Call to Action:**

**Contact City Council to**  
**Support Incentives to #FixTheMix & STR**  
**Enforcement**

Thanks for helping us make it this far with the Smart Housing Mix! The Smart Housing Mix Ordinance and incentive study were approved in March, and the next step is for the Council to make the text amendments to the CZO that will provide some of the incentives necessary to support mandating the inclusion of affordable housing in market rate developments.

A study completed by HR&A has determined the incentives are feasible for developers to make 5-10% of units affordable for families/individuals at 60% of the average median income. In Historic Core neighborhoods density can also be controlled by Floor Area Ratio (FAR), so we are asking the council to include a FAR density bonus. It would greatly benefit the development of additional affordable units in said neighborhoods. The City Planning Commission voted in favor of the incentives on May 28<sup>th</sup>, but we still need the Council to approved the incentives to ensure that New Orleans can properly #FixTheMix.

Furthermore, the City Council will be voting to establish Short Term Rental application procedures, permit types and fees, operating regulations, and enforcement parameters. The ordinance would increase platform and operator accountability and lead to better short-rental enforcement.

The City Council also intends to adopt a resolution to call an election that will ask voters to authorize the levy of an occupancy tax on STR's. The money from STR tax will be levied for infrastructure and tourism marketing for New Orleans. We need affordable housing, and utilizing funds that were going to be used for the Neighborhood Housing Improvement Fund (NHIF) for tourism marketing does not #PutHousingFirst.

The City Council will be voting on the incentives to #FixTheMix and STR regulations/enforcement on **Thursday, July 18th**.

Please contact your Councilmember and ask them to

1. Approve the text amendment changes to the CZO as the next step towards full implementation of the Smart Housing Mix—including a FAR Density Bonus
2. Increase platform and operator accountability for Short Term Rentals
3. Only direct tax revenue from Short Term Rentals towards affordable housing and infrastructure. Make it clear that NO STR funding should be directed to tourism



marketing!

For more on GNOHA's Call To Action to #FixTheMix, click [here](#).

**Council President Jason Williams, At-Large**

Phone: (504) 658-1070

[jasonwilliams@nola.gov](mailto:jasonwilliams@nola.gov)

**Council Vice President Helena Moreno, At-Large**

Phone: (504) 658-1060

[morenocouncil@nola.gov](mailto:morenocouncil@nola.gov)

**Councilmember Joseph Giarrusso, District "A"**

Phone: (504) 658-1010

[Joseph.Giarrusso@nola.gov](mailto:Joseph.Giarrusso@nola.gov)

**Councilmember Jay H. Banks, District "B"**

Phone: (504) 658-1020

[Jay.Banks@nola.gov](mailto:Jay.Banks@nola.gov)

**Councilmember Kristin Gisleson Palmer, District "C"**

Phone: (504) 658-1030

[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)

**Councilmember Jared C. Brossett, District "D"**

Phone: (504) 658-1040

[councildistrictd@nola.gov](mailto:councildistrictd@nola.gov)

**Councilmember Cyndi Nguyen, District "E"**

Phone: (504) 658-1050

[Cyndi.Nguyen@nola.gov](mailto:Cyndi.Nguyen@nola.gov)

**WHEN:** Thursday, July 17, 2019, beginning at 11 a.m.

**WHERE:** New Orleans City Hall Council Chambers, 1300 Perdido Street, NOLA 70112

**Greater New Orleans Housing Alliance (GNOHA)**

4640 S. Carrollton Ave, Suite 160

New Orleans, LA 70119

(504) 224-8304

[Facebook](#) | [Twitter](#) | [Website](#) | [Amazon Smile](#)



**From:** [Chad J. Brown](#)  
**To:** [Courtney W. Story](#)  
**Subject:** FW: STR Enforcement and Quality of Life Fund  
**Date:** Tuesday, July 16, 2019 6:31:29 PM  
**Importance:** High

---

Let me know if this is OK. See additions below.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Courtney W. Story  
**Sent:** Tuesday, July 16, 2019 6:23 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** STR Enforcement and Quality of Life Fund  
**Importance:** High

Hi Deb,

Tara reached out today to discuss possible CM questions regarding the STR regulations that will be discussed during the Governmental Affairs committee meeting tomorrow.

One of the possible questions we think we will receive based on requests from CMs is to explain how the Short Term Rental Office will be funded through the State's Quality of Life Fund. I met with Safety and Permits this afternoon to start the discussion, and after talking with Gilbert, we have a couple of follow up questions for you:

- (1) What was the final total amount in the 2019 REC for the Quality of Life Fund?
- (2) How much of the amount in #1 can be attributed to QoL funds collected by the state in FY2018?
- (3) Does the allocation Safety and Permits receive from the QoL fund in the 2019 budget year include any additional funding to expand their current STR enforcement office? Or is the projection that the new STR office (revenues) will pay for itself (i.e. budget neutral)?

Thanks and let me know if you have any questions or need any more information.

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Jennifer R. Cecil](#)  
**To:** [Courtney W. Story](#)  
**Subject:** FW: Quality of Life Fund Questions  
**Date:** Tuesday, July 16, 2019 5:21:16 PM

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---

Jennifer Cecil

Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Sinead C. Daniell  
**Sent:** Tuesday, July 16, 2019 4:29 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Cc:** Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** RE: Quality of Life Fund Questions

---

**From:** Jennifer R. Cecil  
**Sent:** Tuesday, July 16, 2019 3:24 PM  
**To:** Sinead C. Daniell <[scdaniell@nola.gov](mailto:scdaniell@nola.gov)>  
**Subject:** FW: Quality of Life Fund Questions  
**Importance:** High

Sin,

Can you please pull the numbers requested below ?

---

Jennifer Cecil  
Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Courtney W. Story  
**Sent:** Tuesday, July 16, 2019 3:03 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Cc:** Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** Quality of Life Fund Questions

Hi Jen and Ashley,

Chad and I prepping for the STR agenda item at the IGR meeting tomorrow. Zach mentioned you ladies

were experts in the Quality of Life Fund and we just had a couple of questions that we hope you will be able to answer:

- (1) How and when does the City request/receive funds from the QoL fund?- **Easy, pretty answer- After the end of the State's Budget Quarters.**

Complex, real answer-

For 2017-18- We received all of the funds at the end because we didn't receive the letter until well into the appropriation period. There was then a delay for the amendment, so we actually received the funds at the very end of the year once all of the legal issues and method of reporting had been sorted.

2018-2019- The amendment delayed the requesting of these funds. We had all paperwork in at the beginning of 2019 in hopes that the money would be deposited in time to be counted towards last year, but I don't believe it was sent in time. That was the middle/end of State Q3. The final payout for this contract will be sent over soon (once I send the figures for the quarter that just ended) The additional money was allotted within the last two weeks of the contract end date and the contract was amended again.

- (2) How much has the City received annually since the fund began, and how much has been spent (if the mechanism for funding is not reimbursement)?

2017-2018- \$2,000,000

2018-2019- \$4,127,210 (so far), \$2,082,790 to be claimed with the upcoming quarter end payout.

- (3) What is the total available balance of the fund?

2017-18- \$2,000,000

2017-19- Originally \$4,300,000, bumped to \$6,210,000 at the end of this past month. Next year's is expected to be \$6,210,000 if we can prove that we spent the full \$6,210,000. The latest figures are being worked on by Deb.

Thanks – and feel free to give me a call to discuss if it's easier.

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 9E06 | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Jennifer R. Cecil](#)  
**To:** [Courtney W. Story](#)  
**Subject:** FW: STR Memo for CM Palmer  
**Date:** Tuesday, July 16, 2019 5:00:16 PM  
**Attachments:** CAO\_Memo.ShortTermRentalEnforcement.pdf  
ATT00001.htm

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Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Courtney W. Story  
**Sent:** Tuesday, March 12, 2019 3:36 PM  
**To:** Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** FW: STR Memo for CM Palmer

FYI

--

Courtney Werpy Story, MPH

*Innovation Manager*

**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112

Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Chad J. Brown  
**Sent:** Saturday, March 9, 2019 12:59 PM  
**To:** Courtney W. Story; Romy S. Samuel  
**Subject:** Fwd: STR Memo for CM Palmer

FYI

Sent from my iPhone

Begin forwarded message:

**From:** Gilbert A. Montano <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Date:** March 9, 2019 at 12:36:32 PM CST  
**To:** "Kristin G. Palmer" <[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)>  
**Cc:** "Andrew J. Sullivan" <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>, "Chad J. Brown" <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>, "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** STR Memo for CM Palmer

Hi Councilor:

Hope all is well, attached please find an estimated cost analysis for a stand alone

STR office. I have the team actively working on this proposal. The missing factor is the potential revenue we would acquire through more rigorous enforcement. We will keep your office posted as we proceed. As always, please let me know if you have any concerns or questions.

Thanks, Gilbert

**From:** [M. Tyler Russell](#)  
**To:** [Tara G. Richard](#); [John D. Pourciau](#); [Katie Donahue](#)  
**Subject:** RE: Meeting with CM Moreno  
**Date:** Tuesday, July 16, 2019 3:00:14 PM

---

Yes it's still happening. Confirmed for 3pm. Sounds like it may just be Andrew T. though.

Tyler

---

**From:** Tara G. Richard  
**Sent:** Tuesday, July 16, 2019 2:45 PM  
**To:** M. Tyler Russell; John D. Pourciau; Katie Donahue  
**Subject:** Meeting with CM Moreno

Tyler, can you please confirm the meeting with CM Moreno at 3 p.m. regarding the STR tax?

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
[504-658-4931](tel:504-658-4931)



**From:** [M. Tyler Russell](#)  
**To:** [Courtney W. Story](#); [Chad J. Brown](#)  
**Subject:** FW: New Orleans Short Term Rental Housing Study | Draft findings  
**Date:** Tuesday, July 16, 2019 2:37:32 PM  
**Attachments:** New Orleans Short Term Rental Housing Study\_DRAFT.pdf

---

FYI. This is just a draft. The final version will be released later this week.

---

**From:** Steven Reilly [mailto:SReilly@hraadvisors.com]  
**Sent:** Monday, July 15, 2019 4:40 PM  
**To:** Brooke Perry; Ellen M. Lee; Courtney A. Stuckwisch Wong; John D. Pourciau; Robert D. Rivers; Kelly G. Butler; Ashley J. Becnel; Tara G. Richard; M. Tyler Russell; Marjorianna B. Willman; Tracy L. Tyler; Austin P. Wilty; Leslie T. Alley; Larry W. Massey Jr.; Paul Cramer; Deborah A. Vivien; Amos J. Wright; Rachael Berg; Joshua A. Zuckerman  
**Cc:** Mary Jiang; Phillip Kash; Alexandra Stroud  
**Subject:** New Orleans Short Term Rental Housing Study | Draft findings

**EMAIL FROM EXTERNAL SENDER**

Hi all,

I have attached here a draft of the HR&A Team's draft findings and recommendations on STR policies supporting housing. We encourage you to review in advance of our call tomorrow to be able to provide any comments or feedback you have during our conversation. Following the call, we will plan to refine and finalize materials prior to next week.

In addition to the attached, we also plan to include as part of our final deliverable a brief appendix with supporting information from our market scan and financial analysis.

Looking forward to discussing tomorrow.

Thanks,  
Steven

**STEVEN REILLY**

**Director | HR&A ADVISORS, INC.**

925 15<sup>th</sup> Street NW, 3<sup>rd</sup> Floor, Washington, DC 20005

Direct: (202) 903-0721 | Office: (202) 903-0725

[sreilly@hraadvisors.com](mailto:sreilly@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Tara G. Richard](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: STR Memo  
**Date:** Tuesday, July 16, 2019 12:21:41 PM  
**Attachments:** Memo JP re Enforcement Ordinance 2019.05.08.pdf

---

**From:** [Chad J. Brown](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [Gilbert A. Montaño](#)  
**Subject:** RE: STR enforcement  
**Date:** Tuesday, July 16, 2019 11:20:35 AM

---

Good morning,

I called (yesterday and this morning) but missed you. Let me know if need to set up something...

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Tara G. Richard  
**Sent:** Monday, July 15, 2019 4:47 PM  
**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>  
**Subject:** STR enforcement

Can you please call me regarding STR enforcement?

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#)  
**Subject:** RE: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent  
**Date:** Thursday, July 11, 2019 3:37:22 PM

---

Great. It needs to go to David G and his staff so they can get it published. But I would add our sponsors as well (CM Banks, Brosset and Nguyen).

---

**From:** John D. Pourciau  
**Sent:** Thursday, July 11, 2019 3:36 PM  
**To:** Tara G. Richard  
**Subject:** RE: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent

Also, it can come from me if you want. You can send the finished version to Katie and she can send it out.

---

**From:** Tara G. Richard  
**Sent:** Thursday, July 11, 2019 1:57 PM  
**To:** John D. Pourciau; Liana Elliott; Arthur C. Walton  
**Cc:** M. Tyler Russell; Michael G. Tidwell  
**Subject:** FW: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent

Please see below and let me know ASAP if you want to make any revisions. (To be sent to David G., Lora, Russ and legal)

Thank to Tyler for drafting it.

Tara

-----

It has come to our attention that M-19-268 the Notice of Intent for the STR Tax for drainage and infrastructure may be slightly effected by the postponed Council Meeting. The Motion and State law requires that the Clerk of Council publish this Notice of Intent in the official journal 'not less than twenty (20) days prior to Thursday August 8, 2019' (see attached motion). This means that the Clerk of Council would have to start publishing this notice in the official journal Friday 7/19 -- immediately after the Council vote on 7/18.

7/19 is exactly 20 days from 8/8, meaning the Clerk of Council would have to post notice 7/19 and give the official journal advance notice next week prior to the 7/18 Council vote and would have to post the notice without the official Council roll call.

We have discussed this with the City Attorney's Office and they believe state law does not require the roll call vote in the notice. It is the Administration's preference to give notice in the official journal by the 7/19 deadline. If you have any questions or concerns please let me know.

Again this is a motion to start the process of calling a citywide election in November and could bring in \$7.5M a year for drainage and infrastructure.

Thank you all and stay safe and dry out there.

Best,

**From:** [John D. Pourciau](#)  
**To:** [Tara G. Richard](#); [Liana Elliott](#); [Arthur C. Walton](#)  
**Cc:** [M. Tyler Russell](#); [Michael G. Tidwell](#)  
**Subject:** RE: Draft Email to Council Staff Regarding M-19-268 STR Tax Notice of Intent  
**Date:** Thursday, July 11, 2019 3:35:13 PM

---

My edits:

Dear Councilmembers,

M-19-268, the Notice of Intent for the STR Tax for drainage and infrastructure may be slightly effected by the postponed Council Meeting. The Motion and State law requires that the Clerk of Council publish this Notice of Intent in the official journal 'not less than twenty (20) days prior to Thursday August 8, 2019' (see attached motion). This means that the Clerk of Council would have to start publishing this notice in the official journal Friday 7/19 -- immediately after the Council vote on 7/18.

7/19 is exactly 20 days from 8/8, meaning the Clerk of Council would have to post notice 7/19 and give the official journal advance notice next week prior to the 7/18 Council vote and would have to post the notice without the official Council roll call.

We have discussed this with the City Attorney's Office and they believe state law does not require the roll call vote in the notice. It is the Administration's preference to give notice in the official journal by the 7/19 deadline. If you have any questions or concerns please let me know.

Again this is a motion to start the process of calling a citywide election in November and could bring in [millions](#) a year for drainage and infrastructure, [and was an essential element of the agreement to direct badly needed to our infrastructure needs.](#) [In times like these, those needs only become more apparent, and we look forward to working with you to better address them now and in the future.](#)

Thank you all and stay safe and dry out there.

Best,  
[John](#)

**From:** [Deborah A. Vivien](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [Joshua A. Zuckerman](#); [John D. Pourciau](#)  
**Subject:** Re: STR analysis  
**Date:** Wednesday, July 10, 2019 12:14:05 PM

---

I talked to them yesterday and they're using the same rates and assumptions. They asked for the document but I told them it needed an ok first. We're good.

Sent from my iPhone. Please excuse typos.

On Jul 10, 2019, at 12:10 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

I recommend calling them and making sure they are using the same numbers to do the calculations. No need to send anything.

Sent from my Sprint Phone.

----- Original message -----

From: "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
Date: 7/10/19 11:46 AM (GMT-06:00)  
To: "Joshua A. Zuckerman" <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>, "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>, "John D. Pourciau" <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
Subject: STR analysis

The consultant that Ellen hired asked for a copy of the STR equalization analysis I did for y'all a couple of months ago. This would be the equalization of the nightly fees that identified \$5 per night for affordable housing. At the time, we used the analysis internally only. What is the decision on giving it to the consultant?

Sent from my iPhone. Please excuse typos.

**From:** [Steven Reilly](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: New Orleans STR taxes  
**Date:** Tuesday, July 9, 2019 3:39:44 PM

---

**EMAIL FROM EXTERNAL SENDER**

Thanks, Deb, and not a problem. That should be fine. Could I plan to give you a call then at your office number?

**STEVEN REILLY**

**Director | HR&A ADVISORS, INC.**

925 15<sup>th</sup> Street NW, 3<sup>rd</sup> Floor, Washington, DC 20005

Direct: (202) 903-0721 | Office: (202) 903-0725

[sreilly@hraadvisors.com](mailto:sreilly@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

---

**From:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Sent:** Tuesday, July 09, 2019 1:05 PM  
**To:** Steven Reilly <[SReilly@hraadvisors.com](mailto:SReilly@hraadvisors.com)>  
**Subject:** RE: New Orleans STR taxes

Steven,

Sorry for the delay. I can talk but am scheduled until about 4:30pm CST. I can talk after that. Is that too late?

Thanks,

Deborah Vivien  
Sr. Advisor to the CAO, City of New Orleans

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

---

**From:** Steven Reilly [<mailto:SReilly@hraadvisors.com>]  
**Sent:** Monday, July 8, 2019 6:04 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>



**Subject:** New Orleans STR taxes

**EMAIL FROM EXTERNAL SENDER**

Hi Deb,

As you may be aware, HR&A is currently working with the City of New Orleans on an assessment of STR policy and the ability to support housing initiatives through STR permitting. In discussing our analysis with Courtney Stuckwisch last week, the topic of STR taxes came up. We'd like to make sure that our understanding of taxes is correct, particularly in their comparison to hotel taxes.

Do you have time for a very quick call tomorrow to talk through our understanding of STR taxes? I imagine it should take just 10-15 minutes. Attached is our current breakout of STR and hotel taxes, which should guide most of our conversation.

Thanks,  
Steven

**STEVEN REILLY**

**Director | HR&A ADVISORS, INC.**

925 15<sup>th</sup> Street NW, 3<sup>rd</sup> Floor, Washington, DC 20005

Direct: (202) 903-0721 | Office: (202) 903-0725

[sreilly@hraadvisors.com](mailto:sreilly@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Deborah A. Vivien](#)  
**To:** [Leticia D. Johnson](#)  
**Cc:** [Norman L. White](#); [Gilbert A. Montaña](#)  
**Subject:** RE: Fitch Rating Question  
**Date:** Tuesday, July 9, 2019 2:52:16 PM  
**Attachments:** July 2019 Rating Agency Question.docx

---

[See attached](#)

---

**From:** Leticia D. Johnson  
**Sent:** Tuesday, July 9, 2019 1:18 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Subject:** FW: Fitch Rating Question  
**Importance:** High

Hi Deb –

We need your response as soon as possible to the question below. We have a pre-meeting set for tomorrow and would like to review your answer prior to the meeting scheduled for Friday.

1. Can you provide some detail on the recent legislative action regarding one-time money to the city for infrastructure projects, a proposed STR tax and renewed 1% hotel sales tax?

Thanks,

*Leticia Johnson*

**Project Administrator to CFO | Dept. of Finance | City of New Orleans**  
**1300 Perdido Street | New Orleans, LA 70112**  
**(o) 504-658-1504**  
(e) [Leticia.Johnson@nola.gov](mailto:Leticia.Johnson@nola.gov)

**From:** [Deborah A. Vivien](#)  
**To:** [M. Tyler Russell](#)  
**Cc:** [Courtney A. Stuckwisch Wong](#); [Tara G. Richard](#); [Joshua A. Zuckerman](#)  
**Subject:** Re: HR&A STR Study  
**Date:** Wednesday, July 3, 2019 4:53:54 PM

---

I'd be happy to. Please put me on the invitation.

Sent from my iPhone. Please excuse typos.

On Jul 3, 2019, at 4:45 PM, M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)> wrote:

Hi Deb,

As you may know, the City is working with HR&A Advisors Inc. to look at the feasibility of requiring affordable units in Commercial STRs, STR nightly fees, conversion fees, among other issues. Today we discussed with them nightly fees and we wanted to connect you with HR&A because I believe you have also done some analysis on STR-Hotel tax and fee parity.

Adding Courtney Stuckwisch here to connect you and HR&A. Also, if you are available next Wednesday at 1:00pm it would probably be good to have you in our recurring meeting with HR&A. They are beginning to share preliminary results with us.

**Tyler Russell**

IGR Project Manager  
Office of Mayor LaToya Cantrell  
1300 Perdido St. | Suite 2E04  
New Orleans, LA 70112  
Office: (504) 658-4935

**From:** [Gilbert A. Montaña](#)  
**To:** [M. Tyler Russell](#)  
**Cc:** [Joycelyn E. Christopher](#); [Chad J. Brown](#); [Tara G. Richard](#)  
**Subject:** Re: Fair Share STR Tax Election Call  
**Date:** Monday, July 1, 2019 11:30:55 AM

---

Just signed. Left it in the same spot.

Thanks, Gilbert

Sent from my iPhone

On Jul 1, 2019, at 11:13 AM, M. Tyler Russell <[mrussell@nola.gov](mailto:mrussell@nola.gov)> wrote:

Hi Gilbert and Chad,

Just dropped off this draft motion/notice of intent for the 6.75% STR Tax for infrastructure, which is part of the Fair Share deal. I left it in Chad's chair in his office. We are planning on filing as soon as we can and having the first City Council vote 7/11. The final vote with ballot language will be 8/8 and then if all goes well it will go to the voters 11/16. Please let me know when you have signed off and I will come up to 9 and pick it up.

Thanks,

**Tyler Russell**

IGR Project Manager  
Office of Mayor LaToya Cantrell  
1300 Perdido St. | Suite 2E04  
New Orleans, LA 70112  
Office: (504) 658-4935

<Short Term Rentals Occupancy Tax Resolution Election Call (6 25 19)  
(cir....doc)>

<Notice of Intent (occupancy tax on STRs) Notice of Intent on July 11  
Res.....doc>

<STR Tax Motion Legislative Summary (2).pdf>

**From:** [Sinead C. Daniell](#)  
**To:** ["Aisha Mirza"](#)  
**Cc:** [Nicholas Boudreaux](#); [James Kelly \(jkelly@treasury.state.la.us\)](#); [Jennifer R. Cecil](#); [Deborah A. Vivien](#)  
**Subject:** RE: CEA Amendment TD2 - City of New Orleans Quality of Life (Short Term Rental)  
**Date:** Wednesday, June 26, 2019 5:10:12 PM  
**Attachments:** 2018 STR CEA Amendment- Signed.pdf

---

Good Afternoon,

The amendment has been signed and should be delivered to your office by tomorrow morning, June 26, 2019, 10AM. Please find a scanned copy for your reference. The tracking number for the package is 788135583027. Please let me know if you have any questions or concerns.

Thank You,

*Sinead Daniell*  
Operations Manager  
One Stop Shop  
504.658.7204  
City Hall, Suite 7W03  
1300 Perdido St.  
New Orleans, LA 70112



---

**From:** Aisha Mirza [mailto:AMirza@treasury.state.la.us]  
**Sent:** Tuesday, June 25, 2019 8:34 AM  
**To:** Sinead C. Daniell <scdaniell@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>  
**Cc:** Nicholas Boudreaux <NBoudreaux@treasury.state.la.us>  
**Subject:** CEA Amendment TD2 - City of New Orleans Quality of Life (Short Term Rental)

**EMAIL FROM EXTERNAL SENDER**

Ms. Daniel & Ms. Vivien:

Good morning. Attached please find the revised CEA Amendment for the City of New Orleans Quality of Life. If the amendment is acceptable please print 2 originals, have signed and witnessed by 2

witnesses and returned to my attention:

Louisiana Dept. Of Treasury  
Attn: Aisha K. Mirza, Staff Attorney  
900 N. Third Street, 3<sup>rd</sup> Floor State Capitol  
Baton Rouge, LA 70802

Thank you,  
Aisha

Aisha K. Mirza  
Attorney, LA Dept. of Treasury  
900 N. Third Street  
Third Floor, State Capitol  
Baton Rouge, LA 70802  
[www.latreasury.com](http://www.latreasury.com)

(t) 225.342.4609  
(f) 225.342.0064

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Deborah A. Vivien](#); [Gilbert A. Montañó](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Chad J. Brown](#)  
**Cc:** [Michael G. Tidwell](#); [M. Tyler Russell](#)  
**Subject:** RE: Short Term Rental Tax -- Motion/Notice of Intent and Resolution  
**Date:** Tuesday, June 25, 2019 4:44:57 PM

---

Will send to CMs at 5 today.

---

Attached are the Motion/Notice of Intent and the Resolution required to put the short term rental tax on the ballot in November.

The Administration used data from the New Orleans Quality of Life Fund (state sales tax) deposits to estimate that \$10.5 million in revenues would be generated yearly from the proposed 6.75% tax on Short Term Rentals if implemented at the full rate.

- The Quality of Life Fund revenue comes from a 3.97% state sales tax on STRs.
- Used actual data from July 2018 through February 2019 (8 months) and projected data from March through June of 2019 (4 months).
- Projected months were the same as prior year collections in those months (or zero growth).
- The data showed \$4.7M collected from July 2018 through February 2019, with the total yearly projected amount being \$6.2M.
- We calculated that \$156.2M in base sales were required to generate the \$6.2M in collections Fiscal Year 2019.
- With a 6.75% tax imposed on \$156.2M in base sales, we estimate the revenue to be generated at \$10.5 million.

*[With a projected \$6.2M collected for the Quality of Life Fund, we divided that revenue by the 3.97% tax rate to establish \$156.2M in annual base sales of short term rental lodging anticipated across the City ( $\$6.2M / .0397 = \$156.2M$ ). Based on the \$156.2M in base sales, we would expect a 6.75% tax to generate roughly \$10.5M in revenue per year ( $\$156.2M \times .0675 = \$10.5M$ ).]*

Of course, please let me know if you want to schedule a meeting this week to discuss.

Thanks.

Tara

---

**From:** Tara G. Richard

**Sent:** Tuesday, June 25, 2019 2:56 PM

**To:** John D. Pourciau; Deborah A. Vivien; Gilbert A. Montañó; Arthur C. Walton; Joshua A. Zuckerman; Chad J. Brown

**Cc:** Michael G. Tidwell; M. Tyler Russell

**Subject:** Short Term Rental Tax -- Motion/Notice of Intent and Resolution

Please revise as needed. I will send this to CMS this afternoon.

Tara

---

Attached are the Motion/Notice of Intent and the Resolution required to put the short term rental tax on the ballot in November.

The Administration used data from the New Orleans Quality of Life Fund (state tax) deposits to estimate that \$10.5 million in revenues would be generated yearly from the proposed 6.75% tax on Short Term Rentals if implemented at the full rate.

- The Quality of Life Fund revenue comes from a 3.97% state sales tax on STRs.
- Used actual data from July 2018 through February 2019 (8 months) and data from March through June of 2018 (4 months -- to get projected amounts for March through June of 2019).
- Projected months were the same as prior year collections (zero growth).
- The data showed \$4.7M collected from July 2018 through February 2019, with the total yearly projected amount being \$6.2M.
- With a projected \$6.2M collected for the Quality of Life Fund, we estimated that \$156.2M would be generated by base sales on STRs in



New Orleans in State Fiscal Year 2019.

Based on the \$156.2M in base sales, we estimate the generation of \$10.5 million in revenue per year by a 6.75% tax.

*[With a projected \$6.2M collected for the Quality of Life Fund, we divided that revenue by the 3.97% tax rate to establish \$156.2M in annual base sales of short term rental lodging anticipated across the City ( $\$6.2M / .0397 = \$156.2M$ ). Based on the \$156.2M in base sales, we would expect a 6.75% tax to generate roughly \$10.5M in revenue per year ( $\$156.2M \times .0675 = \$10.5M$ ).]*

Of course, please let me know if you want to schedule a meeting this week to discuss.

Thanks.

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** FW: Fair Share  
**Date:** Tuesday, June 25, 2019 4:08:37 PM

---

Gilbert, I just met with Tara and Josh about the STR tax. I can come to this meeting as staff if you'd like.

---

**From:** Tara G. Richard  
**Sent:** Tuesday, June 25, 2019 3:03 PM  
**To:** Gilbert A. Montañó <Gilbert.Montano@nola.gov>; Deborah A. Vivien <deborah.vivien@nola.gov>; John D. Pourciau <John.Pourciau@nola.gov>  
**Cc:** Arthur C. Walton <Arthur.Walton@nola.gov>; M. Tyler Russell <mrussell@nola.gov>; Katie Donahue <Kathleen.Donahue@nola.gov>  
**Subject:** Fair Share

Deb, CM Brossett agreed to a quick overview of Fair Share tomorrow at the two budget briefings. Can you please give me a sentence on what you will be discussing so I can share with other Councilmembers?

Gilbert, CM Brossett would like a more in depth briefing. He is available at 4 p.m. if you are.

John, if you are available tomorrow at 4 p.m., I will schedule this time for a discussion of the STR tax as well.

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Deborah A. Vivien](#); [Gilbert A. Montañó](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Chad J. Brown](#)  
**Cc:** [Michael G. Tidwell](#); [M. Tyler Russell](#)  
**Subject:** Short Term Rental Tax -- Motion/Notice of Intent and Resolution  
**Date:** Tuesday, June 25, 2019 2:56:27 PM  
**Attachments:** Short Term Rentals Occupancy Tax Resolution Election Call (6 25 19) (circulated).doc  
Notice of Intent (occupancy tax on STRs) Notice of Intent on July 11 Resolution on August 8 (circulated).doc

---

Please revise as needed. I will send this to CMS this afternoon.

Tara

---

Attached are the Motion/Notice of Intent and the Resolution required to put the short term rental tax on the ballot in November.

The Administration used data from the New Orleans Quality of Life Fund (state tax) deposits to estimate that \$10.5 million in revenues would be generated yearly from the proposed 6.75% tax on Short Term Rentals if implemented at the full rate.

- The Quality of Life Fund revenue comes from a 3.97% state sales tax on STRs.
- Used actual data from July 2018 through February 2019 (8 months) and data from March through June of 2018 (4 months -- to get projected amounts for March through June of 2019).
- Projected months were the same as prior year collections (zero growth).
- The data showed \$4.7M collected from July 2018 through February 2019, with the total yearly projected amount being \$6.2M.
- With a projected \$6.2M collected for the Quality of Life Fund, we estimated that \$156.2M would be generated by base sales on STRs in New Orleans in State Fiscal Year 2019.

Based on the \$156.2M in base sales, we estimate the generation of \$10.5 million in revenue per year by a 6.75% tax.

*[With a projected \$6.2M collected for the Quality of Life Fund, we divided that revenue by the 3.97% tax rate to establish \$156.2M in annual base sales of*

*short term rental lodging anticipated across the City ( $\$6.2M / .0397 = \$156.2M$ ).  
Based on the  $\$156.2M$  in base sales, we would expect a 6.75% tax to generate  
roughly  $\$10.5M$  in revenue per year ( $\$156.2M \times .0675 = \$10.5M$ ).]*

Of course, please let me know if you want to schedule a meeting this week to discuss.

Thanks.

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Cc:** [Tara G. Richard](#)  
**Subject:** RE: STR Quality of Life Fund  
**Date:** Friday, June 21, 2019 2:22:46 PM

---

All but \$200,000 of the Quality of Life funds that were appropriated in the state budget have been drawn down, except for the additional \$1.9M appropriation that was just finalized yesterday. The contract amendment required to draw down the additional \$1.9M must be signed and in the State Treasurer's office by close of business on June 28 in order for the obligation to carry forward into next year. Otherwise, it must be reestablished next year. Given the state of BuySpeed and the City's financial system with the ERP transition in progress and not live until next Friday, it is unlikely that we will be able to submit an amended contract timely, though efforts are underway to do so.

(Note: the written request to IGR for this appropriation was for an increase of \$4.1M in the FY 20 budget with language allowing for a more general use, which would have been the latest expression. This would have allowed time for the implementation. Altering this request without regard for implementation realities is a prime example of why Finance needs to be meaningfully involved during session)

---

**From:** Gilbert A. Montañó  
**Sent:** Friday, June 21, 2019 1:01 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** Fwd: STR Quality of Life Fund

FYI

Sent from my iPhone

Begin forwarded message:

**From:** "Kristin G. Palmer" <[Kristin.Palmer@nola.gov](mailto:Kristin.Palmer@nola.gov)>  
**Date:** June 21, 2019 at 12:52:38 PM CDT  
**To:** Gilbert A. Montañó <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** "Andrew J. Sullivan" <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>, "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Subject:** STR Quality of Life Fund

Hi Gilbert,

Please see the attached letter regarding the STR Quality of Life Fund. Thanks!

Kristin

**From:** [Tara G. Richard](#)  
**To:** [Chad J. Brown](#); [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#); [Clifton M. Davis](#); [Deborah A. Vivien](#); [M. Tyler Russell](#)  
**Subject:** Fwd: STR Quality of Life Fund  
**Date:** Friday, June 21, 2019 1:16:13 PM  
**Attachments:** STRQOLFund.Ltr.pdf

---

Please see the attached letter.

Tara

Sent from my Sprint Phone.

----- Original message -----

**From:** "Kristin G. Palmer" <Kristin.Palmer@nola.gov>  
**Date:** 6/21/19 12:52 PM (GMT-06:00)  
**To:** "Gilbert A. Montañó" <Gilbert.Montano@nola.gov>  
**Cc:** "Andrew J. Sullivan" <Andrew.Sullivan@nola.gov>, "Tara G. Richard" <tgrichard@nola.gov>  
**Subject:** STR Quality of Life Fund

Hi Gilbert,

Please see the attached letter regarding the STR Quality of Life Fund. Thanks!

Kristin

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** FW: Str taxation  
**Date:** Friday, June 21, 2019 11:06:18 AM

---

I just requested electronically a meeting with Josh Z., Art and Tara this afternoon at 1:30 on methodology and coordination

-----Original Message-----

From: Deborah A. Vivien  
Sent: Friday, June 21, 2019 10:11 AM  
To: Gilbert A. Montañó <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
Subject: Str taxation

If you're taking issues for the Mayor's team, please ask for stronger coordination on the plan for short term rental taxation between the three uses:

- 1) REC (existing taxation, \$2m of which is apparently on the radar for a new STR enforcement office)
- 2) Fair Share taxation (6.75% requiring voter approval in the fall)
- 3) Affordable housing (increased nightly fees being addressed by the council in the next few weeks)

Sent from my iPhone. Please excuse typos.

**From:** [Chad J. Brown](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [Gilbert A. Montaño](#); [Cary M. Grant](#)  
**Subject:** Re: Interim STR Fund  
**Date:** Thursday, June 20, 2019 10:43:32 AM

---

Good morning Tara,

Quick question: What is the proposed implementation date (when the funds will start being deposited in the new escrow fund/account)?

Thanks.

Sent from my iPhone

On Jun 19, 2019, at 2:28 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

Correction: The fees will be \$5.00 for each night of occupancy -- residential and \$10 per night for occupancy -- commercial.

Tara

---

**From:** Tara G. Richard  
**Sent:** Wednesday, June 19, 2019 10:05 AM  
**To:** John D. Pourciau; Liana Elliott; Arthur C. Walton; Clifton M. Davis; Gilbert A. Montaño; Deborah A. Vivien  
**Cc:** Joshua A. Zuckerman; M. Tyler Russell; Chad J. Brown  
**Subject:** RE: Interim STR Fund

FYI: The Ordinance to adopt the Interim Short Term Rental Fund will go forward for approval at the Council meeting TOMORROW.

Council is passing the ordinance to set up an "escrow fund" until they decide what to do with the money generated from the soon to be revised Section. 26-616© of the Code. The current version of 26-216 does not contain this provision. The to be adopted Section © is part of the upcoming STR ordinances/zoning legislative instruments.

Thanks.

Tara

---

**From:** Tara G. Richard  
**Sent:** Tuesday, June 18, 2019 1:07 PM  
**To:** John D. Pourciau; Liana Elliott; Arthur C. Walton; Clifton M. Davis; Gilbert A. Montaño; Deborah A. Vivien  
**Cc:** Joshua A. Zuckerman; M. Tyler Russell; Chad J. Brown



**Subject:** Interim STR Fund

This Ordinance, which will set up the Interim Short Term Rental Fund, will probably be voted on at the Council meeting on Thursday.

It provides that “All monies received pursuant to the fees imposed by Section 26-616© of the Code... shall be deposited in the Fund to offset the various costs borne by the City of New Orleans stemming from the authorization, implementation, and enforcement of Short Term Rentals within the City.”

For ease of reference, Section 26-616© reads as follows:

<!--[if !supportLists]-->A) <!--[endif]--> The Owner shall remit to the City an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

Please note that the ordinance as written does not mention affordable housing.

If you have questions, please let me know.

Thanks.

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Mailan T. Le](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Romy S. Samuel](#); [Kimberly K. Smith](#); [Anthony C. Riley](#); [Wendell McCall](#); [Edward Stallworth](#); [Lynette M. Doyle](#); [Leonard P. Leal, Jr.](#); [Jimmie L. Brown](#); [Michelle Shields](#); [Vinh V. Bui](#)  
**Subject:** REQUEST FOR COPIES OF LEGISLATIVE ACT OF AN INCREASE 1% SALES/USE ON HOTEL FOR INFRASTRUCTURE FUND AND STR  
**Date:** Wednesday, June 19, 2019 12:56:27 PM  
**Importance:** High

---

Hi Deborah,

Can you please email us copies of the Act/HB # for our review, so we can update our tax forms and fund distribution correctly as mandated by law.

Thank you,

***Mailan T. Le, Asst. Collector of Revenue***  
***DEPARTMENT OF FINANCE/BUREAU OF REVENUE***  
*1300 PERDIDO STREET, ROOM # 1W34*  
*NEW ORLEANS, LA 70112*  
*Office phone: (504) 658-1692, Fax: 658-1605*  
*Cell phone: (504) 201-6973 and Email: [mtle@nola.gov](mailto:mtle@nola.gov)*

**From:** [Tara G. Richard](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Clifton M. Davis](#); [Gilbert A. Montaño](#); [Joshua A. Zuckerman](#); [M. Tyler Russell](#); [Chad J. Brown](#)  
**Subject:** RE: Interim STR Fund  
**Date:** Tuesday, June 18, 2019 1:47:43 PM

---

The fees are imposed separately by Section 26-616©. Then the monies received from the fees imposed by Section 26-616(c) (i.e. \$8 and 10) go into the Interim Short Term Rental Fund to be used to offset the various costs borne by the City for the authorization, implementation and enforcement of Short Term Rentals.

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, June 18, 2019 1:44 PM  
**To:** Tara G. Richard  
**Cc:** John D. Pourciau; Liana Elliott; Arthur C. Walton; Clifton M. Davis; Gilbert A. Montaño; Joshua A. Zuckerman; M. Tyler Russell; Chad J. Brown  
**Subject:** Re: Interim STR Fund

Is this just setting up the fund or is this imposing the fee too?

Sent from my iPhone. Please excuse typos.

On Jun 18, 2019, at 1:06 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

This Ordinance, which will set up the Interim Short Term Rental Fund, will probably be voted on at the Council meeting on Thursday.

It provides that “All monies received pursuant to the fees imposed by Section 26-616© of the Code... shall be deposited in the Fund to offset the various costs borne by the City of New Orleans stemming from the authorization, implementation, and enforcement of Short Term Rentals within the City.”

For ease of reference, Section 26-616© reads as follows:

- A) The Owner shall remit to the City an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

Please note that the ordinance as written does not mention affordable housing.

If you have questions, please let me know.

Thanks.

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

<STR Interim STR Fund Ordinance CH 70 6-6-19.pdf>

**From:** [Joshua A. Zuckerman](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** Quality of Life Fund Data  
**Date:** Monday, June 17, 2019 2:02:12 PM

---

Deb,

I'm looking for the most recent data on the QoL Fund to recalculate the estimate on the 6.75 STR tax with as much real current data as possible. Who should I go to for that? Thanks so much!

**Joshua A. Zuckerman**

*Director of Policy and Research*

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)

Office: (504) 658-4919

Cell: (504) 357-8262

**From:** [Deborah A. Vivien](#)  
**To:** [Joshua A. Zuckerman](#)  
**Cc:** [Arthur C. Walton](#); [Gilbert A. Montano](#)  
**Subject:** RE: STR Tax and Fair Share  
**Date:** Friday, June 14, 2019 5:08:34 PM

---

Hey Josh and Art,

- 1) Yes, we can talk about effective tax rates and % increases as related to STR Equalization and NHIF proposals. Just send a time and place – my calendar is up to date as far as I know.
- 2) As you know, a lot of the Fair Share work is being hammered out now and a timeline can be made available in the next few days. If you have format preferences, please send them. Since there are so many moving parts, I would like for Gilbert to be looped in on these discussions to ensure that everyone is on the same page.

Thanks and have a good weekend,

Deb

---

**From:** Joshua A. Zuckerman  
**Sent:** Friday, June 14, 2019 4:30 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>  
**Subject:** STR Tax and Fair Share

Deb,

The Mayor's Office had a meeting with the Council Chiefs of Staff earlier about STR fees and taxes, and I'm hoping you can help on some of the follow up action items.

- 1) Can we meet early next week sometime to go over effective tax rates and looking at some different scenarios with the % increase authorized by HB43 and NHIF fees?
- 2) We are hoping to share with council the money in – money out plan/requirements for the fair share deal, do you know what the timeline is on that being ready?

Thanks!

**Joshua A. Zuckerman**  
*Director of Policy and Research*  
Office of Mayor LaToya Cantrell | City of New Orleans  
1300 Perdido St 2E04  
[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)  
Office: (504) 658-4919  
Cell: (504) 357-8262

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** FW: STR Tax and Fair Share  
**Date:** Friday, June 14, 2019 4:31:05 PM

---

FYI – I haven't answered yet.

---

**From:** Joshua A. Zuckerman  
**Sent:** Friday, June 14, 2019 4:30 PM  
**To:** Deborah A. Vivien <deborah.vivien@nola.gov>  
**Cc:** Arthur C. Walton <Arthur.Walton@nola.gov>  
**Subject:** STR Tax and Fair Share

Deb,

The Mayor's Office had a meeting with the Council Chiefs of Staff earlier about STR fees and taxes, and I'm hoping you can help on some of the follow up action items.

- 1) Can we meet early next week sometime to go over effective tax rates and looking at some different scenarios with the % increase authorized by HB43 and NHIF fees?
- 2) We are hoping to share with council the money in – money out plan/requirements for the fair share deal, do you know what the timeline is on that being ready?

Thanks!

**Joshua A. Zuckerman**  
*Director of Policy and Research*  
Office of Mayor LaToya Cantrell | City of New Orleans  
1300 Perdido St 2E04  
[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)  
Office: (504) 658-4919  
Cell: (504) 357-8262

**From:** [Deborah A. Vivien](#)  
**To:** [Norman L. White](#); [Gilbert A. Montaña](#); [Romy S. Samuel](#)  
**Subject:** STR Lost Penny  
**Date:** Thursday, June 13, 2019 7:39:36 PM

---

On July 1, hotels with 10 rooms or more will be subject to an additional tax of 1% with the signing of HB 522 (the lost penny bill). The money is dedicated to the Infrastructure and Maintenance Fund as part of the Fair Share Agreement.

By legal interpretation, STRs will also be subject to the lost penny through current law (interpretation being that the abatement never applied to them).

**Do we want to impose the lost penny for STRs on July 1, too?**

Aside: the lost penny on STRs is not currently dedicated but was mentioned as an offset for the NHIF increase that the Council discussed.

Sent from my iPhone. Please excuse typos.



**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** Fwd: STR tax  
**Date:** Thursday, June 13, 2019 7:33:45 PM  
**Attachments:** Notice of Intent (occupancy tax on STRs) Notice of Intent on July 11 Resolution on August 8.doc  
ATT00001.htm

---

Attached is the motion to begin the process of getting the STR equalization tax on the ballot.

Sent from my iPhone. Please excuse typos.

Begin forwarded message:

**From:** "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Date:** June 13, 2019 at 5:24:55 PM CDT  
**To:** "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** STR tax

Motion/Notice of Intent  
Resolution

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Tara G. Richard](#)  
**To:** [Liana Elliott](#)  
**Cc:** [Arthur C. Walton](#); [M. Tyler Russell](#); [Joshua A. Zuckerman](#)  
**Subject:** RE: STR tax -- meetings with Councilmembers  
**Date:** Wednesday, June 12, 2019 10:08:28 AM

---

We will try to schedule a chief of staff meeting this week to discuss the Motion/Notice of Intent. Then we will set meetings with Councilmembers as necessary.

Liana and Art, we will work with your schedules for the meeting.

Thanks.

Tara

---

**From:** Tara G. Richard  
**Sent:** Tuesday, June 11, 2019 8:52 PM  
**To:** Liana Elliott  
**Cc:** Arthur C. Walton; M. Tyler Russell; Joshua A. Zuckerman  
**Subject:** Re: STR tax -- meetings with Councilmembers

Yes. Deadline to get ballot language approved is August 8.

Sent from my Sprint Phone.

----- Original message -----

From: Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
Date: 6/11/19 8:33 PM (GMT-06:00)  
To: "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
Cc: "Arthur C. Walton" <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>, "M. Tyler Russell" <[mrussell@nola.gov](mailto:mrussell@nola.gov)>, "Joshua A. Zuckerman" <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>  
Subject: Re: STR tax -- meetings with Councilmembers

Is the only difference the date?

Please excuse brevity and typos, sent from iPhone

On Jun 11, 2019, at 8:32 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

Second.

Sent from my Sprint Phone.

----- Original message -----

From: Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>

Date: 6/11/19 8:17 PM (GMT-06:00)

To: "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>

Cc: "Arthur C. Walton" <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>, "M. Tyler Russell" <[mrussell@nola.gov](mailto:mrussell@nola.gov)>, "Joshua A. Zuckerman" <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>

Subject: Re: STR tax -- meetings with Councilmembers

Sorry not sure I understand the question - are you looking for who should be included in the meetings? Or something in writing about what the versions are?

Please excuse brevity and typos, sent from iPhone

On Jun 11, 2019, at 6:14 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

Following up on this.

Tara

---

**From:** Tara G. Richard

**Sent:** Tuesday, June 11, 2019 3:18 PM

**To:** Liana Elliott; Arthur C. Walton

**Cc:** M. Tyler Russell; Joshua A. Zuckerman

**Subject:** STR tax -- meetings with Councilmembers

I am trying to schedule meetings this week with Councilmembers to discuss the STR tax/vote. Attached are two versions of the Motion/Notice of Intent to call the election in November.

What do you want me to include in the meeting requests?

Tara

**Tara Richard**

Director of Council Relations

Office of Mayor LaToya Cantrell

City of New Orleans

504-658-4931

**From:** [Anthony C. Riley](#)  
**To:** [Deborah A. Vivien](#); [Norman L. White](#); [Romy S. Samuel](#); [Mailan T. Le](#)  
**Subject:** RE: Fair Share activity  
**Date:** Tuesday, June 11, 2019 10:07:01 AM

---

Deborah,

Have you vetted this with the Law Department? Is this the penny for STR that was once said to have to be voted on by the residence?

---

**From:** Deborah A. Vivien  
**Sent:** Monday, June 10, 2019 11:30 AM  
**To:** Norman L. White <Norman.White@nola.gov>; Romy S. Samuel <rssamuel@nola.gov>; Anthony C. Riley <acriley@nola.gov>; Mailan T. Le <mtle@nola.gov>  
**Subject:** Fair Share activity

Hello All,

As part of the Fair Share Agreement, HB 522 is the lost penny bill that becomes effective on 7/1/19. It will increase the rate for hotels with 10 rooms or more by 1% with the revenue dedicated to the Infrastructure and Maintenance Fund. This is a friendly reminder that these remittances need to be identified so they can be deposited to the special fund instead of the general fund, beginning with July 1 activity.

This is separate from the lost penny on STRs, which is subject to the interpretation of the statute. The proceeds of the STR remittances on the lost penny are not directed to the Infrastructure and Maintenance Fund.

Here's the Enrolled Bill which was signed on Friday so will become the Act:  
<https://www.legis.la.gov/legis/ViewDocument.aspx?d=1141141>

Please get in touch with questions.

Thanks,

Deb  
658-8638

**From:** [Tara G. Richard](#)  
**To:** [Gilbert A. Montaño](#)  
**Cc:** [Chad J. Brown](#); [M. Tyler Russell](#)  
**Subject:** RE: 4 STR Ordinances Introduced  
**Date:** Tuesday, June 11, 2019 9:54:43 AM

---

They change the CZO and set permit fees (as set forth below). I don't believe it changes the \$1 that currently goes toward the NHIF. One of the ordinances, however, sets up a Short Term Rental Fund into which the permit fees set forth below will go.

Tara

Sec 26-616. – Short-Term Rental Permit Fees

A) There shall be the following Short-Term Rental Owner Permit classifications, which shall correspond to the types of Short-Term Rental uses set forth by the Comprehensive Zoning Ordinance:

- 1) Short-Term Rental Partial-Unit Residential
- 2) Short-Term Rental Small Residential
- 3) Short-Term Rental Large Residential
- 4) Short-Term Rental Commercial

B) The annual permit fees, and renewals thereof, shall be due upon application filing and shall be as follows:

- 1) Short-Term Rental Owner Permit (per Dwelling Unit used as a Short-Term Rental):
    - a. Type R – Residential
      - i. Partial-Unit – \$250.00
      - ii. Small Residential – \$500.00
      - iii. Large Residential – \$500.00
    - b. Type C – Commercial - \$5,000.00
  - 2) Short-Term Rental Operator Permit
    - a. If the Owner is the Operator of the Type-R - Residential Short-Term Rental: \$0.00
    - b. If the Operator is a natural person other than the Owner, for Type-R Residential Short-Term Rental(s):
      - i. 1 Short-Term Rental – \$150.00;
      - ii. 2+ Short-Term Rentals - \$1,000.00
    - c. Type-C, Commercial Short-Term Rentals - \$1,000.00.
  - 3) Short-Term Rental Platform Permit – \$50,000.00
- C) The Owner shall remit to the City an \$8.00 fee for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a \$10.00 fee for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

-----Original Message-----

From: Gilbert A. Montaño  
Sent: Monday, June 10, 2019 8:08 PM  
To: Tara G. Richard  
Cc: Chad J. Brown; M. Tyler Russell  
Subject: Re: 4 STR Ordinances Introduced

Do these affect the Fair share deal?

Thanks, Gilbert

Sent from my iPhone

> On Jun 10, 2019, at 11:56 AM, Tara G. Richard <tgrichard@nola.gov> wrote:

>

>

> Attached are the 4 ordinances related to STR that were filed last

> week. Please note the creation of the Interim Short Term Rental Fund:

> ~~â€œ~~All monies received pursuant to the fees imposed by Section  
> 26.216(c) of the Code of the City of New Orleans, shall be deposited  
> in the Fund to offset the various costs borne by the City of New  
> Orleans stemming from the authorization, implementation, and  
> enforcement of Short Term Rentals within the City.â€œ  
>  
> Thanks.  
> Tara  
> <STR CZO Rewrite Ordinance 6-6-19.pdf> <STR CH 26 Permits and Fees,  
> Operating Regs, Enforcement Parameters, Penalties 6-6-19.pdf> <STR  
> Interim STR Fund Ordinance CH 70 6-6-19.pdf> <STR IZD Update  
> 6-6-19.pdf>

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#)  
**Subject:** Fwd: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)  
**Date:** Thursday, June 6, 2019 3:08:58 PM  
**Attachments:** 32691 - STR Code Ord (as filed).docx

---

FYI

Sent from my Sprint Phone.

----- Original message -----

**From:** "Tara G. Richard" <tgrichard@nola.gov>  
**Date:** 6/6/19 10:25 AM (GMT-06:00)  
**To:** "John D. Pourciau" <John.Pourciau@nola.gov>, Liana Elliott <Liana.Elliott@nola.gov>, "Arthur C. Walton" <Arthur.Walton@nola.gov>, "Monika A. Gerhart" <Monika.Gerhart@nola.gov>, "Joshua A. Zuckerman" <Joshua.Zuckerman@nola.gov>  
**Cc:** "M. Tyler Russell" <mrussell@nola.gov>, "Chad J. Brown" <cjbrown@nola.gov>, "Gilbert A. Montaño" <Gilbert.Montano@nola.gov>, "Deborah A. Vivien" <deborah.vivien@nola.gov>  
**Subject:** RE: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)

Attached is the Ordinance introduced today with regard to STR permits and fees.

We are drafting a memo regarding same, but I want to make sure you have a copy.

Tara

---

**From:** Tara G. Richard  
**Sent:** Thursday, June 6, 2019 10:07 AM  
**To:** John D. Pourciau; Liana Elliott; Arthur C. Walton; Monika A. Gerhart; Joshua A. Zuckerman  
**Cc:** M. Tyler Russell; Chad J. Brown; Gilbert A. Montaño; Deborah A. Vivien  
**Subject:** Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)

**Sec 26-616. – Short-Term Rental Permit Fees**

A) There shall be the following Short-Term Rental Owner Permit classifications, which shall correspond to the types of Short-Term Rental uses set forth by the Comprehensive Zoning Ordinance:

- 1) Short-Term Rental Partial-Unit Residential
- 2) Short-Term Rental Small Residential

3) Short-Term Rental Large Residential

4) Short-Term Rental Commercial

B) The **annual permit fees**, and renewals thereof, shall be due upon application filing and shall be as follows:

1) Short-Term Rental Owner Permit (per Dwelling Unit used as a Short-Term Rental):

a. Type R – Residential

i. Partial-Unit – \$250.00

ii. Small Residential – \$500.00

iii. Large Residential – \$500.00

b. Type C – Commercial - \$5,000.00

2) Short-Term Rental Operator Permit

a. If the Owner is the Operator of the Type-R - Residential Short-Term Rental:  
\$0.00

b. If the Operator is a natural person other than the Owner, for Type-R  
Residential Short-Term Rental(s):

i. 1 Short-Term Rental – \$150.00;

ii. 2+ Short-Term Rentals - \$1,000.00

c. Type-C, Commercial Short-Term Rentals - \$1,000.00.

3) Short-Term Rental Platform Permit – \$50,000.00

C) The Owner shall remit to the City an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along



with tax submissions.

**Tara Richard**

Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Deborah A. Vivien](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#); [Monika A. Gerhart](#); [Joshua A. Zuckerman](#); [M. Tyler Russell](#); [Chad J. Brown](#); [Gilbert A. Montañó](#)  
**Subject:** Re: Short Term Rental Fees -- Ordinance as filed (annual permit fees + \$8/\$10 fee for enforcement)  
**Date:** Thursday, June 6, 2019 10:30:05 AM

---

Is everything good with the Fair Share equalization in light of this \$8-\$10 per night fee?

Sent from my iPhone. Please excuse typos.

On Jun 6, 2019, at 10:06 AM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

**Sec 26-616. – Short-Term Rental Permit Fees**

<!--[if !supportLists]-->A) <!--[endif]-->There shall be the following Short-Term Rental Owner Permit classifications, which shall correspond to the types of Short-Term Rental uses set forth by the Comprehensive Zoning Ordinance:

<!--[if !supportLists]-->1) <!--[endif]-->Short-Term Rental Partial-Unit Residential

<!--[if !supportLists]-->2) <!--[endif]-->Short-Term Rental Small Residential

<!--[if !supportLists]-->3) <!--[endif]-->Short-Term Rental Large Residential

<!--[if !supportLists]-->4) <!--[endif]-->Short-Term Rental Commercial

<!--[if !supportLists]-->B) <!--[endif]-->The **annual permit fees**, and renewals thereof, shall be due upon application filing and shall be as follows:

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<!--[if !supportLists]-->a. <!--[endif]-->Type R – Residential

`<!--[if !supportLists]-->`

i. `<!--[endif]-->`Partial-Unit –

\$250.00

$$\langle!--[if !supportLists]-->$$

ii. <!--[endif]-->Small Residential

– \$500.00

$$\langle!--[if !supportLists]-->$$

iii. `<!--[endif]-->`Large Residential

– \$500.00

<!--[if !supportLists]-->b. <!--[endif]-->Type C – Commercial -

\$5,000.00

<!--[if !supportLists]-->2) <!--[endif]-->Short-Term Rental Operator

Permit

```
<!--[if !supportLists]-->a. <!--[endif]-->If the Owner is the Operator
```

of the Type-R - Residential Short-Term Rental: \$0.00

<!--[if !supportLists]-->b. <!--[endif]-->If the Operator is a natural person other than the Owner, for Type-R Residential Short-Term Rental(s):

`<!--[if !supportLists]-->`

i. <!--[endif]-->1 Short-Term

Rental – \$150.00;

$$\langle!--[if !supportLists]-->$$

ii. `<!--[endif]-->` 2+ Short-Term

Rentals - \$1,000.00

```
<!--[if !supportLists]-->c. <!--[endif]-->Type-C, Commercial Short-
```

Term Rentals - \$1,000.00.

<!--[if !supportLists]-->3) <!--[endif]-->Short-Term Rental Platform

Permit – \$50,000.00

<!--[if !supportLists]-->C) <!--[endif]-->The Owner shall remit to the City

an **\$8.00 fee** for each night of occupancy of a Dwelling Unit used as a Short-Term Rental for Type-R – Residential, and a **\$10.00 fee** for each night for Type-C – Commercial Short Term Rentals, permitting enforcement and other costs borne by the City. Fees shall be due and remitted along with tax submissions.

**Tara Richard**

Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Monika A. Gerhart](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [Arthur C. Walton](#); [John D. Pourciau](#); [Liana Elliott](#); [M. Tyler Russell](#)  
**Subject:** Re: Short term rental incentives study  
**Date:** Wednesday, June 5, 2019 2:15:19 PM

---

These can go to Josh and I.

Sent from my iPhone

On Jun 5, 2019, at 2:14 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

HR&A, the consultant doing the study, has specific questions about HB 43 (6.75% on STR). To whom shall I direct them?

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

**From:** [Gilbert A. Montañó](#)  
**To:** [Gilbert A. Montañó](#); [Sunni LeBeouf](#); [Norman L. White](#); [Ramsey J. Green](#); ["gkorban@swbno.org"](#); [Joshua O. Cox](#); [Liana Elliott](#); [John D. Pourciau](#); [LaToya Cantrell](#); [Katie Donahue](#); ["charowski@swbno.org"](#); [Cary M. Grant](#); [Clifton M. Davis](#); [LaNitrah B. Hasan](#); ["Ydowns@swbno.org"](#); [Cynthia M. Connick](#); ["Ygrinstead@swbno.org"](#); [Nancy E. Borland](#); [Tara G. Richard](#); [Deborah A. Vivien](#); [Joycelyn E. Christopher](#); [Chad J. Brown](#); [Michael G. Tidwell](#); [Arthur C. Walton](#); [Monika A. Gerhart](#); [Stephanie M. Hennings](#); [Courtney W. Story](#); [Jennifer L. Naquin](#)  
**Subject:** Fair Share Meeting and Task List  
**Date:** Wednesday, June 5, 2019 10:20:19 AM  
**Attachments:** Fair Share Task List by Dept 6-4-19.pdf

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Good Morning:

Thank you for all your hard work. As we continue moving forward, I believe it will benefit everyone to be on the same page concerning the Fair Share Agreement implementation. I hope everyone will be able to make the upcoming meeting or send the proper designee.

Attached, please find a preliminary task list by Department with actions required to implement the Agreement. Please review the list and prepare any disputes, concerns, questions or omissions so we can discuss them at the meeting.

Going forward, this list will form the basis of future meetings to gauge progress and allow everyone to stay informed on all aspects of the Agreement implementation. This meeting will emphasize issues most relevant to the bill signing and, time permitting, will move to more detailed issues concerning the agreement. As I have said in the previous meetings, this is top priority for the Mayor, the Administration, and the SWB please be as responsive and detailed with information as possible during the formative stages of implementation. As always please reach out if there are any questions or concerns.

## **Draft Agenda**

- A. Distribution and High Level Explanation of Task List
- B. Issues Relevant to Bill Signing on Friday
  - a. The spending plan moving forward for SWB and City from one-time and recurring funds
  - b. An estimate of total need to rebuild infrastructure for context
  - c. Progress on obtaining one-time funds
  - d. Timeline and potential risks over time of recurring revenue
- C. Questions or concerns from the group about Bill Signing
- D. Questions or concerns from the group about implementation matters (time permitting)

Below are questions that have been raised that we will need to address:

- Local Privilege Rededication

- Will the distribution to NO&C for staff expenses recur annually or just one-time for initiation?
- What is the basis for the annual distribution to NO&C - fixed or formula?
- STR Equalization
  - Are the merger funds (25% dedication) a pass-through or an appropriation?
  - Can the legislature dedicate directly to the Infrastructure Maintenance Fund or does it have to go to the city general fund first?
  - What happens to the NO&C share from the time it is collected around 1/1/20 until the CEA with the City is finalized - escrow, all to CNO?
  - Can the City retain collection fees from the NO&C disbursement?
- Review Board (***Note: meeting Wed. afternoon to discuss Review Board should alleviate many or all of these questions prior to Thursday meeting***)
  - Where is the Review Board positioned in the funding process; is it after money is deposited in the City's Infrastructure Fund but before SWB decisions to spend?
  - Does the Board review SWB and City projects funded with recurring and non-recurring funds or just a subset?
  - Which organizations will be represented among the 7 members?
  - How often will the Board meet?
  - What are the vote allowances (up or down, scope change, etc.)?
  - What documentation will be required for review (specified forms)?
  - Will all of these Board requirements be included in the Executive Order?
- Ordinances
  - Should a budget ordinance be filed upon execution of the CEA or when the revenue begins to be collected?
- Disbursements
  - Does NO&C already have a CEA with the City and, if so, is it a pass-through or an appropriation?

Sincerely,

**Gilbert Montano**

Chief Administrative Officer

City of New Orleans

1300 Perdido Street Suite 9E06

New Orleans, LA 70112

504-658-8610 (o)

[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)





**From:** [Chad J. Brown](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Gilbert A. Montaño](#); [Stephanie M. Hennings](#); [Courtney W. Story](#)  
**Subject:** Re: Drafts for Proposed Fair Share Meeting  
**Date:** Wednesday, June 5, 2019 7:29:19 AM

---

Will do.

Sent from my iPhone

On Jun 5, 2019, at 3:11 AM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

Thanks. Joe Threat is welcome, but please keep LaNitrah on, too.

Sent from my iPhone. Please excuse typos.

On Jun 4, 2019, at 5:19 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Got it. I will be sure to also add Joe Threat. I believe LaNitra was his proxy at the last meeting.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Deborah A. Vivien

**Sent:** Tuesday, June 4, 2019 5:15 PM

**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>

**Cc:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Stephanie M. Hennings <[smhennings@nola.gov](mailto:smhennings@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>

**Subject:** Drafts for Proposed Fair Share Meeting

Gilbert, below is the invitee list and draft text for the proposed Thursday afternoon meeting (task list by department also attached). Please get in touch as needed. Deb

**Invitee Group** (*Chad, does this suffice?*)

Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Joycelyn E. Christopher <[jechristopher@nola.gov](mailto:jechristopher@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Ramsey J. Green <[Ramsey.Green@nola.gov](mailto:Ramsey.Green@nola.gov)>; Sunni LeBeouf <[Sunni.LeBeouf@nola.gov](mailto:Sunni.LeBeouf@nola.gov)>; [Gkorman@swbno.org](mailto:Gkorman@swbno.org); Joshua O. Cox <[Joshua.Cox@nola.gov](mailto:Joshua.Cox@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; John D. Pourciau ([John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)); Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>; [charowski@swbno.org](mailto:charowski@swbno.org);

Cary M. Grant <[cmgrant@nola.gov](mailto:cmgrant@nola.gov)>; Clifton M. Davis  
<[Clifton.Davis@nola.gov](mailto:Clifton.Davis@nola.gov)>; LaNitrah B. Hasan <[lbhasan@nola.gov](mailto:lbhasan@nola.gov)>;  
DOWNS, Yvette <[Ydowns@swbno.org](mailto:Ydowns@swbno.org)>; Cynthia M. Connick  
<[cmconnick@nola.gov](mailto:cmconnick@nola.gov)>; [Ygrinstead@swbno.org](mailto:Ygrinstead@swbno.org); Nancy E. Borland  
([neborland@nola.gov](mailto:neborland@nola.gov)); Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Deborah A.  
Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>

### Draft Email Text

In light of the press conference scheduled for Friday afternoon, I believe it will benefit everyone to be on the same page concerning the Fair Share Agreement implementation. Attached, please find a preliminary task list by department with actions required to implement the Agreement. Please review the list and prepare any disputes, concerns, questions or omissions so we can discuss them at this meeting. Going forward, this list will form the basis of future meetings to gauge progress and allow everyone to stay informed on all aspects of the Agreement implementation. This meeting will emphasize issues most relevant to the press conference and, time permitting, will move to more detailed issues concerning the agreement.

### Draft Agenda

- <!--[if !supportLists]-->A. <!--[endif]-->Distribution and High Level Explanation of Task List
- <!--[if !supportLists]-->B. <!--[endif]-->Issues Relevant to the Mayor's Press Conference (*NOTE: Should Communications be invited?*)
  - <!--[if !supportLists]-->a. <!--[endif]-->The spending plan moving forward for SWB and City from one-time and recurring funds
  - <!--[if !supportLists]-->b. <!--[endif]-->An estimate of total need to rebuild infrastructure for context
  - <!--[if !supportLists]-->c. <!--[endif]-->Progress on obtaining one-time funds (*Note: Review Board roll may be critical*)
  - <!--[if !supportLists]-->d. <!--[endif]-->Timeline and potential risks over time of recurring revenue
- <!--[if !supportLists]-->C. <!--[endif]-->Questions or concerns from the group about the press conference
- <!--[if !supportLists]-->D. <!--[endif]-->Questions or concerns from the group about implementation matters (time permitting)

*Note: Below are questions that have been raised and need answers. They can be distributed as part of the agenda or in a separate document:*

<!--[if !supportLists]-->• <!--[endif]-->Local Privilege Rededication  
<!--[if !supportLists]-->o <!--[endif]-->Will the distribution to NO&C for staff expenses recur annually or just one-time for initiation?  
<!--[if !supportLists]-->o <!--[endif]-->What is the basis for the annual distribution to NO&C - fixed or formula?

<!--[if !supportLists]-->• <!--[endif]-->STR Equalization  
<!--[if !supportLists]-->o <!--[endif]-->Are the merger funds (25% dedication) a pass-through or an appropriation?

<!--[if !supportLists]-->o <!--[endif]-->Can the legislature dedicate directly to the Infrastructure Maintenance Fund or does it have to go to the city general fund first?  
<!--[if !supportLists]-->o <!--[endif]-->What happens to the NO&C share from the time it is collected around 1/1/20 until the CEA with the City is finalized - escrow, all to CNO?  
<!--[if !supportLists]-->o <!--[endif]-->Can the City retain collection fees from the NO&C disbursement?

<!--[if !supportLists]-->• <!--[endif]-->Review Board ***(Note: meeting Wed. afternoon to discuss Review Board should alleviate many or all of these questions)***

<!--[if !supportLists]-->o <!--[endif]-->Where is the Review Board positioned in the funding process; is it after money is deposited in the City's Infrastructure Fund but before SWB decisions to spend?  
<!--[if !supportLists]-->o <!--[endif]-->Does the Board review SWB and City projects funded with recurring and non-recurring funds or just a subset?  
<!--[if !supportLists]-->o <!--[endif]-->Which organizations will be represented among the 7 members?  
<!--[if !supportLists]-->o <!--[endif]-->How often will the Board meet?  
<!--[if !supportLists]-->o <!--[endif]-->What are the vote allowances (up or down, scope change, etc.)?  
<!--[if !supportLists]-->o <!--[endif]-->What documentation will be required for review (specified forms)?  
<!--[if !supportLists]-->o <!--[endif]-->Will all of these Board requirements be included in the Executive Order?

<!--[if !supportLists]-->• <!--[endif]-->Ordinances  
<!--[if !supportLists]-->o <!--[endif]-->Should a budget ordinance be filed upon execution of the CEA or when the revenue begins to be collected?

<!--[if !supportLists]-->• <!--[endif]-->Disbursements  
<!--[if !supportLists]-->o <!--[endif]-->Does NO&C already have a CEA with the City and, if so, is it a pass-through or an appropriation?

**From:** [Zachary R. Smith](#)  
**To:** [Courtney W. Story](#)  
**Cc:** [Chad J. Brown](#)  
**Subject:** RE: Council Updates  
**Date:** Tuesday, June 4, 2019 2:15:31 PM

---

Thanks.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
zrsmith@nola.gov  
504-658-7114

-----Original Message-----

From: Courtney W. Story  
Sent: Tuesday, June 4, 2019 1:45 PM  
To: Zachary R. Smith <zrsmith@nola.gov>  
Cc: Chad J. Brown <cjbrown@nola.gov>  
Subject: RE: Council Updates

Hey,

Deb is planning on being there to speak to this if it comes up.

Thanks for letting me know!

C

--

Courtney Werpy Story, MPH  
Innovation Manager  
City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112 Desk 504.658.7674 | Mobile 504.377.0296 | Email  
courtney.story@nola.gov

-----Original Message-----

From: Zachary R. Smith  
Sent: Monday, June 3, 2019 3:21 PM  
To: Courtney W. Story  
Subject: Council Updates

Courtney,

We have heard that several council members are prepared to ask us about current and future budgeting for STR enforcement. I would like to discuss this with you so we can make sure we are on the same page as the budget office.

Thanks.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits

zrsmith@nola.gov  
504-658-7114

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** STR Revenue  
**Date:** Monday, June 3, 2019 3:35:29 PM

---

So I talked a little bit more w/Zach and Jen and I think we are ok. I will write up a few talking points for them w/Deb after I talk w/her

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Tara G. Richard](#)  
**To:** [Liana Elliott](#); [M. Tyler Russell](#)  
**Cc:** [Katie Donahue](#)  
**Subject:** RE: Detailed timelines  
**Date:** Monday, May 20, 2019 10:52:43 AM  
**Attachments:** image001.png

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Ballot language: The notice of intent/Motion to get language on the ballot (STR tax) in November must be filed by Monday, June 17 (to be voted on by June 20). I would like to get it in earlier than that, but the bill needs to be approved (hopefully before June 3). Then the Resolution (with ballot language) needs to be adopted by 7/25. That means filing by July 22. We plan to have the motion and resolutions drafted immediately after the bill becomes law and will start socializing with Council members.

Are you referring to a CEA between S&WB and the City? If so, I would allow at least two months for the CEA to get approval (it probably will go the Public Works Committee meeting).

We are still working through issues related to the hotel occupancy tax ordinance. But the ordinance and any other changes need to be finalized by the December 19 meeting (last meeting of 2019).

Let me know if you have any questions or need additional information.

Tara

---

**From:** Liana Elliott  
**Sent:** Monday, May 20, 2019 10:46 AM  
**To:** Tara G. Richard; M. Tyler Russell  
**Cc:** Katie Donahue  
**Subject:** Detailed timelines

Tara and Tyler,

We're starting to drill down on the granular details of executing the fair share deal – do you have detailed timelines for when everything that will need to pass through Council? Most notably are the deadlines related to various ballots – primary, general, and runoff. It would also be helpful to have a little timeline about how to get a CEA through Council as well.

Let me know if you have any questions, thanks so much!

**Liana M. Elliott**

*Deputy Chief of Staff*

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

[liana.elliott@nola.gov](mailto:liana.elliott@nola.gov)

o | 504-658-4973

m | 504-295-6039





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**From:** [M. Tyler Russell](#)  
**To:** [John D. Pourciau](#); [Liana Elliott](#); [Clifton M. Davis](#); [Arthur C. Walton](#); [Tara G. Richard](#)  
**Subject:** For Review Memo Regarding Proposed STR Amendments  
**Date:** Wednesday, May 15, 2019 1:51:27 PM  
**Attachments:** For Review Memo Regarding STR Amendments.docx

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See attached memo regarding the 19 proposed STR amendments. Put this together attempting to provide some clarity on the proposed amendments. Let me know if you have questions.

**Tyler Russell**

IGR Project Manager  
Office of Mayor LaToya Cantrell  
1300 Perdido St. | Suite 2E04  
New Orleans, LA 70112  
Office: (504) 658-4935

**From:** [M. Tyler Russell](#)  
**To:** [John D. Pourciau](#); [Arthur C. Walton](#); [Gilbert A. Montaña](#); [Chad J. Brown](#); [Joycelyn E. Christopher](#)  
**Cc:** [Tara G. Richard](#)  
**Subject:** Council Agenda Items of Note Tomorrow 5/9/19  
**Date:** Wednesday, May 8, 2019 3:21:54 PM  
**Attachments:** Council Agenda Items of Note 05-9-19.docx  
05-09-2019-Council Agenda.docx

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Attaching the Council Agenda Memo for tomorrow. Also attaching the full word doc agenda if needed.

- MSY will update Council on Airport progress and delays
- Homeless Ordinance we have issues with will be voted on with amendments
- Council is creating a Tax Dedications Committee that all CMs will sit on
- Our Resolution of support for our housing bills SB 79 and 80 will be voted on
- FQ Improvement Fund Budget Transfer will be voted on
- RTA Tax Deds Resolution that passed Transportation Committee will be voted on
- The ERC CEA will be sent to Committee and voted on in June
- CM Moreno will officially become the Council President and CM Williams the Council Vice President per the City Charter

STRs will be voted on next Thursday 5/16. We were told this AM that the Municode changes/NHIF nightly fee changes will be introduced in June and voted on at the Ordinance stage of the STR regulations in July. See attached memo for other items of note.

**Tyler Russell**

IGR Project Manager  
Office of Mayor LaToya Cantrell  
1300 Perdido St. | Suite 2E04  
New Orleans, LA 70112  
Office: (504) 658-4935

**From:** [Walter J. O'Brien, Jr](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: Affordable Housing Exemption bills passed out of Senate  
**Date:** Wednesday, May 8, 2019 9:57:48 AM

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thanks

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**From:** Deborah A. Vivien  
**Sent:** Wednesday, May 8, 2019 7:52 AM  
**To:** Julius M. Nunn <jmnunn@nola.gov>; Walter J. O'Brien, Jr <wjjobrien@nola.gov>  
**Subject:** Affordable Housing Exemption bills passed out of Senate

<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132196>  
<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132276>

First time seeing the amendments.

They limited an eligible property to on with 15 residential units or less, no STR. The guidelines for rules and oversight (OCD, Council, CPC) are more specific, though still broad. They also prohibited a millage change in response to the exemption. I'm not sure how this works for Board of Liq but I've seen the language before, maybe for the Restoration Tax abatement?

I have no knowledge of whether these amendments appease the House or there are more amendments to come. Just watching this from now on.

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montaño](#)  
**Subject:** FW: Affordable Housing Exemption passed the Senate  
**Date:** Wednesday, May 8, 2019 8:28:02 AM

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Also notice that they picked up cosigners, including JP Morrell

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**From:** Deborah A. Vivien  
**Sent:** Wednesday, May 08, 2019 7:49 AM  
**To:** Gilbert A. Montaño  
**Subject:** Affordable Housing Exemption passed the Senate

<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132196>  
<http://www.legis.la.gov/legis/ViewDocument.aspx?d=1132276>

First time seeing the amendments.

They limited an eligible property to on with 15 residential units or less, no STR. The guidelines for rules and oversight (OCD, Council, CPC) are more specific, though still broad. They also prohibited a millage change in response to the exemption. I'm not sure how this works for Board of Liq but I've seen the language before, maybe for the Restoration Tax abatement.

I have no knowledge of whether these amendments appease the House or there are more amendments to come. Just watching this from now on. Let me know if you want me to weigh in.

**From:** [Tara G. Richard](#)  
**To:** [Arthur C. Walton](#); [Liana Elliott](#)  
**Subject:** FW: Affordable housing  
**Date:** Thursday, May 2, 2019 2:08:00 PM

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**From:** LaTonya Norton  
**Sent:** Thursday, May 2, 2019 1:00 PM  
**To:** Ellen M. Lee; Marjorianna B. Willman; Tara G. Richard  
**Cc:** Michael G. Tidwell  
**Subject:** FW: Affordable housing

LaTonya Norton  
Press Secretary  
Office of Mayor LaToya Cantrell  
City of New Orleans  
(504) 658-4962 office  
(504) 295-2661 cell  
[latonya.norton@nola.gov](mailto:latonya.norton@nola.gov)

---

**From:** Kevin Litten [[mailto:Kevin\\_Litten@nola.com](mailto:Kevin_Litten@nola.com)]  
**Sent:** Thursday, May 2, 2019 12:53 PM  
**To:** LaTonya Norton  
**Subject:** Re: Affordable housing

**EMAIL FROM EXTERNAL SENDER**

LaTonya,

Another question came up in speaking with a short-term rental advocate today: They wonder whether the city is overestimating the revenue it would receive (\$10M) from a new tax, given the council is moving to strictly limit short-term rentals. The thinking here is that the \$10M is based on current numbers of STRs, not the reduced numbers that would cease operating legally if new regulations are approved.

Is it likely that the \$10M in new tax revenue would be reduced given STRs would also be reduced?

Thanks

Kevin

Kevin Litten  
Reporter, [NOLA.com](http://NOLA.com) | The Times-Picayune  
504-826-3524 (desk)  
225-436-2207 (mobile)  
Twitter: @kevinlitten

---

**From:** LaTonya Norton <[LaTonya.Norton@nola.gov](mailto:LaTonya.Norton@nola.gov)>

**Date:** Wednesday, May 1, 2019 at 19:59

**To:** Kevin Litten <[Kevin\\_Litten@nola.com](mailto:Kevin_Litten@nola.com)>

**Subject:** FW: Affordable housing

Kevin,

I took notes during the interview and I'm working to get the answers you need.

You want to know...

Does the administration feel there's enough money from STR going into NHIF?

Any other questions?

LaTonya Norton  
Press Secretary  
Office of Mayor LaToya Cantrell  
City of New Orleans  
(504) 658-4962 office  
(504) 295-2661 cell  
[latonya.norton@nola.gov](mailto:latonya.norton@nola.gov)

---

**From:** Kevin Litten [[mailto:Kevin\\_Litten@nola.com](mailto:Kevin_Litten@nola.com)]

**Sent:** Wednesday, May 1, 2019 1:25 PM

**To:** DIST\_Communications

**Subject:** Affordable housing

**EMAIL FROM EXTERNAL SENDER**

Good afternoon,

I am working on a story about short-term rentals and the mayor's past commitments to address affordable housing in the city.

The framework of the deal in the legislature that's been reported so far seems to prioritize

infrastructure over affordable housing. There's concern about that, considering the City Council wanted to use new short-term rental regulations to channel more money into the NHIF.

Is there anyone in the administration that would be willing to speak to me for this story?

My deadline is close of business today.

Thanks

Kevin

Kevin Litten

Reporter, [NOLA.com](https://www.nola.com) | The Times-Picayune

504-826-3524 (desk)

225-436-2207 (mobile)

Twitter: @kevinlitten



**From:** [Emily G. Wcislo](#)  
**To:** [Ellen M. Lee](#); [Michael G. Tidwell](#); [Tara G. Richard](#); [Liana Elliott](#); [LaTonya Norton](#)  
**Cc:** [Marjorianna B. Willman](#); [John D. Pourciau](#); [Katie Donahue](#)  
**Subject:** RE: Affordable housing  
**Date:** Wednesday, May 1, 2019 5:51:29 PM

---

We need Tara, Ellen, Liana, and Tyler. If anyone else copied on this email wants to attend please let me know and I will add you to the invite.

I will send out a HOLD meeting invite for tomorrow 2:30pm-3:00pm. Please email me directly if you're unable to make this time and we can adjust. I've copied Katie for scheduling as well.

-Emily

**Emily Wcislo**  
**Communications Assistant**  
**Office of Mayor LaToya Cantrell**  
**City of New Orleans**  
**Office: 504.658.4949**  
**Cell: 504.406.3355**

---

**From:** Ellen M. Lee  
**Sent:** Wednesday, May 1, 2019 5:27 PM  
**To:** Emily G. Wcislo; Michael G. Tidwell; Tara G. Richard; Liana Elliott; LaTonya Norton  
**Cc:** Marjorianna B. Willman; John D. Pourciau  
**Subject:** RE: Affordable housing

I'm guessing I need to be in the meeting.

**Ellen M. Lee | Director of Community and Economic Development**  
City of New Orleans | Mayor LaToya Cantrell  
1340 Poydras Street, Suite 1800 | New Orleans, LA 70112  
**OFFICE** 504.658.4904 | **FAX** 504.658.4918 | **EMAIL** [emlee@nola.gov](mailto:emlee@nola.gov)

---

**From:** Emily G. Wcislo  
**Sent:** Wednesday, May 01, 2019 5:06 PM  
**To:** Ellen M. Lee <[emlee@nola.gov](mailto:emlee@nola.gov)>; Michael G. Tidwell <[mgtidwell@nola.gov](mailto:mgtidwell@nola.gov)>; Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; LaTonya Norton <[LaTonya.Norton@nola.gov](mailto:LaTonya.Norton@nola.gov)>  
**Cc:** Marjorianna B. Willman <[Marjorianna.Willman@nola.gov](mailto:Marjorianna.Willman@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** RE: Affordable housing

Hi all,

Beau has availability from 2:30-4:00pm tomorrow. Please let me know who needs to be in the

meeting and I can assist in scheduling.

Best,

Emily

**Emily Wcislo**  
**Communications Assistant**  
**Office of Mayor LaToya Cantrell**  
**City of New Orleans**  
**Office: 504.658.4949**  
**Cell: 504.406.3355**

---

**From:** Ellen M. Lee  
**Sent:** Wednesday, May 1, 2019 4:40 PM  
**To:** Michael G. Tidwell; Tara G. Richard; Liana Elliott; LaTonya Norton  
**Cc:** Marjorianna B. Willman; John D. Pourciau; Emily G. Wcislo  
**Subject:** RE: Affordable housing

I'm around tomorrow.

**Ellen M. Lee | Director of Community and Economic Development**  
City of New Orleans | Mayor LaToya Cantrell  
1340 Poydras Street, Suite 1800 | New Orleans, LA 70112  
**OFFICE** 504.658.4904 | **FAX** 504.658.4918 | **EMAIL** [emlee@nola.gov](mailto:emlee@nola.gov)

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**From:** Michael G. Tidwell  
**Sent:** Wednesday, May 01, 2019 4:37 PM  
**To:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Ellen M. Lee <[emlee@nola.gov](mailto:emlee@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; LaTonya Norton <[LaTonya.Norton@nola.gov](mailto:LaTonya.Norton@nola.gov)>  
**Cc:** Marjorianna B. Willman <[Marjorianna.Willman@nola.gov](mailto:Marjorianna.Willman@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Emily G. Wcislo <[Emily.Wcislo@nola.gov](mailto:Emily.Wcislo@nola.gov)>  
**Subject:** RE: Affordable housing

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**Subject:** RE: Affordable housing  
**Date:** Wednesday, May 1, 2019 4:52:11 PM

---

Ok.

Tara

---

**From:** Michael G. Tidwell  
**Sent:** Wednesday, May 1, 2019 4:50 PM  
**To:** Tara G. Richard; Liana Elliott; John D. Pourciau  
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Probably two?

---

**From:** Tara G. Richard  
**Sent:** Wednesday, May 1, 2019 4:48 PM  
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I also recommend a meeting with Safety and Permits. Should it be one meeting or two?

Tara

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**Date:** Wednesday, May 1, 2019 4:27:10 PM

---

He started the conversation asking specifically about our priority of infrastructure over housing. I said we don't think in those terms; it's all interconnected.

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Absolutely, but want to make sure john and liana are good. Also can we clarify the question on the dedication of all new str \$ going to infrastructure?

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**Subject:** RE: Affordable housing  
**Date:** Wednesday, May 1, 2019 2:44:02 PM

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First, infrastructure also has an impact on affordable housing in everything from cost to build housing and to maintain housing. We have all heard about cars and trucks that rumble along our streets causing damage to homes. Also, poor infrastructure and flood risk impacts both homeowner and flood insurance rates. We often hear stories that homeowners can afford a mortgage, but insurance costs can put homeownership out of reach.

That said, is all of any new str \$ being channeled into infrastructure? I need clarity on that before making any kind of other comment specific to the str question. Second, if there is still a commitment that the str funds currently being put into nhif will remain, then we can speak to that ongoing commitment to affordable housing. We can get the amount of revenue that has been generated over the past few years. We are putting forth measures to increase nhif through iz policy where in lieu fees are significant. Granted the in lieu doesn't get us the affordability at that location, but does contribute to nhif to allow us to build more affordable in other parts of the city. Finally, we are proposing other legislation (tax relief) that gives the city more tools to support the development of affordable housing.

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City of New Orleans | Mayor LaToya Cantrell

1340 Poydras Street, Suite 1800 | New Orleans, LA 70112

**OFFICE** 504.658.4904 | **FAX** 504.658.4918 | **EMAIL** [emlee@nola.gov](mailto:emlee@nola.gov)

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**From:** Michael G. Tidwell  
**Sent:** Wednesday, May 01, 2019 1:38 PM  
**To:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Marjorianna B. Willman <[Marjorianna.Willman@nola.gov](mailto:Marjorianna.Willman@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
**Cc:** Ellen M. Lee <[emlee@nola.gov](mailto:emlee@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** FW: Affordable housing

Housing question from the TP.

Are we good with putting someone on record for this one? We could do a statement, but I think a one-on-one would be better.

I'd rather not put this on John, to conserve bandwidth. Would anyone else feel comfortable doing a phone interview for this?

Open to thoughts or suggestions. Thanks for any time you can spare.

-B.



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**From:** Kevin Litten [[mailto:Kevin\\_Litten@nola.com](mailto:Kevin_Litten@nola.com)]

**Sent:** Wednesday, May 1, 2019 1:25 PM

**To:** DIST\_Communications

**Subject:** Affordable housing

**EMAIL FROM EXTERNAL SENDER**

Good afternoon,

I am working on a story about short-term rentals and the mayor's past commitments to address affordable housing in the city.

The framework of the deal in the legislature that's been reported so far seems to prioritize infrastructure over affordable housing. There's concern about that, considering the City Council wanted to use new short-term rental regulations to channel more money into the NHIF.

Is there anyone in the administration that would be willing to speak to me for this story?

My deadline is close of business today.

Thanks

Kevin

Kevin Litten  
Reporter, [NOLA.com](http://NOLA.com) | The Times-Picayune  
504-826-3524 (desk)  
225-436-2207 (mobile)  
Twitter: @kevinlitten

**From:** [Vincent, Benjamin](#)  
**To:** [Deborah A. Vivien](#); [Joshua A. Zuckerman](#)  
**Cc:** [albrechtg@legis.la.gov](mailto:albrechtg@legis.la.gov); [John D. Pourciau](#); [Arthur C. Walton](#); [Monika A. Gerhart](#)  
**Subject:** Re: HB 522 Fiscal Note  
**Date:** Thursday, April 25, 2019 1:09:12 PM

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**EMAIL FROM EXTERNAL SENDER**

Thanks y'all, I believe this is good enough. Revising the note now.  
-Ben V

---

**From:** "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Date:** Thursday, April 25, 2019 at 1:03 PM  
**To:** "Joshua A. Zuckerman" <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>  
**Cc:** "albrechtg@legis.la.gov" <[albrechtg@legis.la.gov](mailto:albrechtg@legis.la.gov)>, "Vincent, Benjamin" <[vincentbe@legis.la.gov](mailto:vincentbe@legis.la.gov)>, "John D. Pourciau" <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>, "Arthur C. Walton" <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>, "Monika A. Gerhart" <[Monika.Gerhart@nola.gov](mailto:Monika.Gerhart@nola.gov)>  
**Subject:** Re: HB 522 Fiscal Note

If you need additional information about the methodology difference between original and engrossed, please let me know. It has to do with the treatment of short term rental valuations against the same aggregate forecast of local hotel sales tax revenue.

Sent from my iPhone. Please excuse typos.

On Apr 25, 2019, at 12:41 PM, Joshua A. Zuckerman <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)> wrote:

Dear Greg and Ben,

Present law abates the 2% state sales and use tax and all local sales and use taxes within the Louisiana Stadium and Exposition District as long as the District's occupancy tax is imposed.

Proposed law excepts from the abatement the **1% local** sales taxes imposed by the city of New Orleans on hotel room rentals.

Effective July 1, 2019

Minor additional local expenditures are likely associated with the administration, collection, and enforcement of the taxes in proposed law. LFO notes that the bill contemplates entering a contract with a public entity to pay a reasonable fee for the service of collection of the sales and use and/or occupancy tax. **(Note: the City anticipates collecting this tax along with all other local sales tax).**

Proposed law excepts charges for certain hotel rooms from an abatement from local sales tax in 2019. The avails of the provisions of proposed law will be deposited into the city's infrastructure fund.

Estimates of the impact of proposed law on local funds, based on information provided by the City's of its sales tax projections for FY19 follow. Approximately \$12 million per year in local revenue is anticipated to be generated on a full-year annual basis due to the abatement exception. The city anticipates first-year effectiveness as of August 1 to allow for tax system modifications, making the 2019-2020 estimated effect some \$11 million.

These estimates make no assumptions as to growth or business cycle effects on tourist visitation and spending in subsequent years.

**Joshua A. Zuckerman**

*Director of Policy and Research*

Office of Mayor LaToya Cantrell | City of New Orleans

1300 Perdido St 2E04

[Joshua.zuckerman@nola.gov](mailto:Joshua.zuckerman@nola.gov)

Office: (504) 658-4919

Cell: (504) 357-8262

**From:** [Ellen M. Lee](#)  
**To:** [Tara G. Richard](#)  
**Cc:** [John D. Pourciau](#); [Marjorianna B. Willman](#); [M. Tyler Russell](#)  
**Subject:** Re: Briefing to Chiefs of Staff  
**Date:** Thursday, April 25, 2019 12:59:55 PM

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What are/ where can we get quick talking points on the legislation moving through the state and possible impacts on housing including str revenue?

Ellen M. Lee  
Director of Community and Economic Development  
City of New Orleans  
1340 Poydras Street - 18th Floor  
New Orleans, LA 70112  
[emlee@nola.gov](mailto:emlee@nola.gov)  
(504) 658-4904

On Apr 25, 2019, at 12:55 PM, Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)> wrote:

John, we are holding the quick briefing update for Chiefs of Staff today at 1:30 p.m.

Tara

**From:** [Bill Hammack](#)  
**To:** [John D. Pourciau](#)  
**Subject:** FW: quick summary  
**Date:** Thursday, April 25, 2019 6:33:07 AM  
**Importance:** High

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**EMAIL FROM EXTERNAL SENDER**

See the recap I sent to Darryl this morning. Let me know if I missed anything

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**From:** Bill Hammack  
**Sent:** Thursday, April 25, 2019 6:31 AM  
**To:** 'Darryl Berger' <dberger@thebergerco.com>  
**Cc:** Paul Flower <phflower@woodwarddesignbuild.com>  
**Subject:** quick summary  
**Importance:** High

Darryl

Per our conversation last night, here's a quick summary.

**One time money:**

As agreed and outlined in my last memo to you. They will claim the the city already has encumbered the crime camera \$2 million and they are actually only getting 48. Who cares!?! They'll take it. Also, I told them their messaging should sure the hell say \$50k.

**Recurring**

Here's where we were:

- \$1 million Harrah's
- \$2.5 million DDD
- \$13 million "lost penny returned" from hotel tax
- \$ 6 STR equalization *50% of \$6MM plus 75% of an additional \$4MM (based on total of \$10MM)*
- \$21.5**

Here's where we are now:

- \$1 million from Harrah's.
- \$2.5 million from DDD.
- 12 to 13 million from "lost penny" They say their economist says it only 12. Again, no impact.
- \$7.5 million from STR equalization.

\$3 million (starting in 2019) from the local privilege tax.

**26 to 27 million**

Plus PILOT for the new Hotel (see more detail below).

**CHANGES from what we discussed previously:**

STR is split from beginning at 75/25. This generates 1.5 million more for the city; **1.5 million less for hospitality** out of the first \$10 million. After that it is the same as previously discussed. If an agreement is reached, the mayor will not object to the funds directly to NO&Co.

Regarding the \$3 million, I think John came up with good strategy for optics:

- Mayor publicly supports the marketing consolidation plan to be worked out over the next 6 months
- NO&Co extends previous CEA to January 1, 2020
- No payments are made to the city until January 1, 2020.
- *Reasoning:* This is a version of Hospitality's original Scenario B. The only difference is the time line, i.e. six months to work out the transition plan. In reality, if the city redirected the local privilege tax, NO&Co. would suspend the self-assessment payments. This more than likely is going to be the result of the transition anyway, whether the parties agree or not. What this does is allow the Mayor to say that marketing revenue is "not increasing" but is being redirected. OPTICS!

Here's their response on the PILOT, copied directly from the communication I got from John:

- The Mayor is willing to accept a PILOT and willing for it to ramp up although we will need to get some specificity as to what that looks like.
- We are comfortable with a per key number, potentially where the PILOT is comparable to the property taxes paid by the two or three hotels closest in size.
- The amount of the PILOT should be able to grow relative to the growth of the property taxes paid by these comparable hotels. That growth should account for the reassessments planned in the near future as well as the subsequent reassessments that will follow later down the line.

Finally, they also asked for the million for housing but I told them that likely would be off the table based on the change to the STR.

**THE BOTTOM LINE:** \$1.5 million less to NO&Co. from the STR. Taking the \$1 million off from the housing piece gets us to within \$500k of where we all felt we could close this thing. Darryl, per your original comments more than two months ago, that's less than 10%!

One last piece: City and MCC actively negotiate to reconcile Abramson and Leger's bills to allow for ownership of the hotel.



**From:** [Deborah A. Vivien](#)  
**To:** [Joshua A. Zuckerman](#); [Monika A. Gerhart](#); [John D. Pourciau](#)  
**Subject:** NOTE: HB 522 v HB 43  
**Date:** Wednesday, April 24, 2019 10:49:06 PM

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The lost penny being worth \$12M (as testified) implies that the STR 6.75% equalization is worth something less than \$10.5M, closer to \$10M.



**From:** [Jennifer R. Cecil](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: expenditure projections  
**Date:** Tuesday, April 16, 2019 2:22:48 PM  
**Attachments:** CAO\_Memo.ShortTermRentalEnforcement.pdf

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This is what Gilbert sent to Council

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Jennifer Cecil

Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, April 16, 2019 1:14 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** Re: expenditure projections

Thanks but I mean what will it cost your agency to administer.

Sent from my iPhone. Please excuse typos.

On Apr 16, 2019, at 11:58 AM, Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)> wrote:

---

Jennifer Cecil  
Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 11, 2019 5:51 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** expenditure projections

Jenn,

Did you do any cost expectations for STR enforcement under proposed new rules?

Thanks,

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

<STR Revenue Projections FINAL.DOCX>

**From:** [Jennifer R. Cecil](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: expenditure projections  
**Date:** Tuesday, April 16, 2019 11:58:57 AM  
**Attachments:** STR Revenue Projections FINAL.DOCX

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---

Jennifer Cecil

Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

---

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**Sent:** Thursday, April 11, 2019 5:51 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** expenditure projections

Jenn,

Did you do any cost expectations for STR enforcement under proposed new rules?

Thanks,

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#)  
**Subject:** RE: STR question  
**Date:** Monday, April 15, 2019 7:07:47 PM  
**Attachments:** image002.png

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Yes. It equalizes all of these taxes below, which includes the 1.75% assessment.

STATE SALES TAX	Short Term Rentals	Hotels	Difference
<i>Dedicated to:</i>			
Morial Convention Center/Sports Franchise Fund*	0.00%	1.00%	1.00%
New Orleans & Company (CVB)	0.00%	0.97%	0.97%
State General Fund	0.45%	0.45%	0.00%
Tourism Marketing Fund (CRT)	0.03%	0.03%	0.00%
Quality of Life Fund/City of New Orleans	3.97%	0.00%	-3.97%
<b>TOTAL STATE SALES TAX</b>	<b>4.45%</b>	<b>2.45%</b>	<b>-2.00%</b>
* First \$2M to Morial Convention Center; remainder to Sports Franchise Fund			
<b>LOCAL SALES TAX</b>			
<i>Imposed by:</i>			
City of New Orleans	1.50%	1.50%	0.00%
Orleans Parish School Board	1.50%	1.50%	0.00%
Regional Transit Authority	1.00%	1.00%	0.00%
<b>TOTAL LOCAL SALES TAX</b>	<b>4.00%</b>	<b>4.00%</b>	<b>0.00%</b>
<b>PRIVILEGE TAX</b>			
<i>Imposed by:</i>			
Louisiana Stadium and Exposition District	0.00%	4.00%	4.00%
Morial Convention Center	0.00%	3.00%	3.00%
<b>TOTAL PRIVILEGE TAX</b>	<b>0.00%</b>	<b>7.00%</b>	<b>7.00%</b>
<b>INDUSTRY ASSESSMENT (imposed upon NO&amp;C member hotels only)</b>			
<i>Imposed by/Dedicated to:</i>			
New Orleans & Company (imposed)	0.00%	0.75%	0.75%
Tourism Marketing Corporation	0.00%	0.75%	0.75%
French Quarter Improvement Fund	0.00%	0.25%	0.25%
<b>TOTAL ASSESSMENT</b>	<b>0.00%</b>	<b>1.75%</b>	<b>1.75%</b>
<b>TOTAL HOTEL/MOTEL EXCISE (Rates only)</b>	<b>8.45%</b>	<b>15.20%</b>	<b>6.75%</b>

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**From:** John D. Pourciau  
**Sent:** Monday, April 15, 2019 5:23 PM  
**To:** Deborah A. Vivien <deborah.vivien@nola.gov>  
**Subject:** STR question

Just to double check, the 6.75 equalization includes the self-assessment, correct?

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#)  
**Subject:** Value of 1%  
**Date:** Monday, April 15, 2019 2:55:34 PM

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I just talked to BGR.

Their value of 1% hotel tax at \$12.1M applies only to hotels, not short term rentals. My numbers are much lower than this because I have a larger value on STRs. This larger STR value is not yet in the budget, which is the source of the BGR numbers. This is the same reason why the 6.75% STR tax increase estimate is much larger than expected.

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

davivien@nola.gov  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#); [Katie Donahue](#)  
**Subject:** STR and HOTEL rate equivalent calculations  
**Date:** Friday, April 12, 2019 6:12:33 PM  
**Attachments:** STR and HOTEL rate equivalent calculations 2.xlsx

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As discussed, attached is the calculator for hotel/STR fee or rate changes. Please call anytime with questions.

Thanks,

Deb

davivien@nola.gov  
Office: 504.658.8638  
Cell: 504.313.0699

**From:** [John D. Pourciau](#)  
**To:** [Deborah A. Vivien](#); [Katie Donahue](#)  
**Subject:** RE: Question from John  
**Date:** Friday, April 12, 2019 4:45:54 PM

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Yes I am and yes that would be great

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**From:** Deborah A. Vivien  
**Sent:** Friday, April 12, 2019 4:38 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** RE: Question from John

I have a spreadsheet that allows some scenario alternatives. I would really like to show it to you to make sure it's doing what you want. Are you here?

---

**From:** Katie Donahue  
**Sent:** Friday, April 12, 2019 11:26 AM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** RE: Question from John

Not quite.

Let's say Council increases the NHIF fee to \$5 a day for STRs. Let's also say that the legislature increases hotel taxes by 1%. If that were to occur, what would the increase in STR tax rates at the state level have to be in order to get an effective tax rate that is equal between STRs and hotels in New Orleans?

---

**From:** Deborah A. Vivien  
**Sent:** Friday, April 12, 2019 10:45 AM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** RE: Question from John

This is how I understand the request.

What rate would be required **on Hotels (not STRs)** to generate revenue equivalent to \$5/night **on STRs only** and 1% **on Hotels only (not STRs), all in Orleans Parish.**

1. Please make certain that the **bases** are correct.
2. I'm isolating this impact to Orleans properties only, though the request appears to include the entire state. Is this right?

---

**From:** Katie Donahue  
**Sent:** Friday, April 12, 2019 9:48 AM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** RE: Question from John

Hope this rephrase helps:

In a hypothetical situation in which the local STR fee increased to \$5/night and the state tax rate for hotels was increased by 1%, what would be the state rate increase on STRs that would effectively create equal tax rates for both?

Thanks Deb!

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 11, 2019 6:08 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** RE: Question from John

In my office looking at this. Need clarity

What would be the maximum rate at which we could tax hotels if we had a \$5/night fee but increased HOT taxes by 1%?

I don't understand maximum. What is the constraint?

Are you asking for the \$5/night fee on hotels compared to a 1% hotel fee??

---

**From:** Katie Donahue  
**Sent:** Thursday, April 11, 2019 2:31 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** RE: Question from John

If possible, by the end of the week. Thanks!

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 11, 2019 2:30 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** Re: Question from John



Off site. Can't do right now. When does he need it?

Sent from my iPhone. Please excuse typos.

On Apr 11, 2019, at 2:28 PM, Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)> wrote:

Hi Deb,

John would like to know the following:

What would be the maximum rate at which we could tax hotels if we had a \$5/night fee but increased HOT taxes by 1%?

Thank you!

Katie Donahue  
Special Assistant | Office of Mayor LaToya Cantrell  
City of New Orleans | 1300 Perdido Street | Suite 2E04 | New Orleans, LA 70112  
[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov) | (o) 504.658.4298 | (m) 504.578.5426

**From:** [Deborah A. Vivien](#)  
**To:** [Katie Donahue](#)  
**Cc:** [John D. Pourciau](#)  
**Subject:** RE: Question from John  
**Date:** Friday, April 12, 2019 12:35:27 PM

---

I'm sorry, I really need to talk this one through. It's got a lot of complications.

Questions:

1. Are you trying to equalize the STR and hotel tax, including the existing nightly fees or without the existing nightly fees (will require a rate assumption for the nightly fees).
2. Are you assuming the lost penny should be imposed on STRs or not (this is the CNO Law opinion question)?

---

**From:** Katie Donahue  
**Sent:** Friday, April 12, 2019 11:26 AM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
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**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
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**Subject:** RE: Question from John

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**From:** Katie Donahue  
**Sent:** Thursday, April 11, 2019 2:31 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** RE: Question from John

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**Sent:** Thursday, April 11, 2019 2:30 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** Re: Question from John

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Katie Donahue

Special Assistant | Office of Mayor LaToya Cantrell

City of New Orleans | 1300 Perdido Street | Suite 2E04 | New Orleans, LA 70112

[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov) | (o) 504.658.4298 | (m) 504.578.5426

**From:** [Mailan T. Le](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Romy S. Samuel](#); [Norman L. White](#); [Karla M. Felton](#)  
**Subject:** Re: Question from John  
**Date:** Thursday, April 11, 2019 7:13:22 PM  
**Attachments:** image1.png

---

Deborah,

I emailed the requested information on 4/4/19 at 2:47pm. Please see the email image and check your email. Thanks



Sent from my iPhone

On Apr 11, 2019, at 6:36 PM, Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)> wrote:

See request below. In order to determine how much \$5/night on hotels would bring in, we need to know how many hotel nights are sold. The only way to do that is by knowing how much is remitted for the privilege tax due to a 50c charge and how much is remitted due to a \$1 charge (This is the same data we began discussing in February.) We can then back out the STR nights using the NHIF estimate. Please send this data tomorrow. John needs an answer by COB.

---

**From:** Katie Donahue  
**Sent:** Thursday, April 11, 2019 2:29 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** Question from John

Hi Deb,

John would like to know the following:

What would be the maximum rate at which we could tax hotels if we had a \$5/night fee but increased HOT taxes by 1%?

Thank you!

Katie Donahue  
Special Assistant | Office of Mayor LaToya Cantrell  
City of New Orleans | 1300 Perdido Street | Suite 2E04 | New Orleans, LA 70112  
[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov) |(o) 504.658.4298 |(m) 504.578.5426

**From:** [Deborah A. Vivien](#)  
**To:** [Liana Elliott](#); [Norm White](#); [Gilbert A. Montaño](#)  
**Cc:** [Katie Donahue](#); [John D. Pourciau](#)  
**Subject:** RE: STR Enforcement  
**Date:** Thursday, April 11, 2019 5:34:14 PM

---

Technically, per the CEA, the entire \$4.3M is for enforcement of some kind, spread across numerous budgets. I believe you are interested in the larger agencies which deal with permits and sales tax.

I don't know what they will need for additional enforcement. Can I forward this to Jenn Cecil and Romy?

---

**From:** Liana Elliott  
**Sent:** Thursday, April 11, 2019 5:27 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>; Norm White <[normwhite0714@gmail.com](mailto:normwhite0714@gmail.com)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>; John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** RE: STR Enforcement

Ok thanks Deb.

How much is allocated to STR enforcement (currently), and how much will they need for increased enforcement (depending on what Council decides)?

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 11, 2019 1:43 PM  
**To:** Norm White <[normwhite0714@gmail.com](mailto:normwhite0714@gmail.com)>; Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
**Cc:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** Fwd: STR Enforcement

I'm off site. Please text if you need more.

This is the state's Quality of Life Fund and consists of 3.97% STATE sales tax on STRs. It is captured in Intergovernmental Revenue in the city revenue forecast at \$4.3m annually. We have fiscal year issues but all that money is now with the city. We have 2 CEAs, one for \$2m from 2017 half year and one for \$4.1m for 2018. The CEAs are reimbursed code enforcement expenses justified across almost all city agencies using assumed percentages of actual expenditures. The current appropriation is \$4.3m

According to LDR, the QOL Fund is more likely to hold \$6.2m annually as reflected in yesterday's State REC, so almost \$2m more annually. This is the result of the call between Paul/Monika, the Division and me. Due to this, there appears to be talk among the city's IGR team to change or expand the mandated use of the QOL Fund to something beyond code enforcement so please coordinate with them before any use of these funds are suggested. The estimate of additional QOL Fund dollars has not yet been made public beyond yesterday's REC so it's important that everyone stay on the same page.

Sent from my iPhone. Please excuse typos.

Begin forwarded message:

**From:** "Norman L. White" <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Date:** April 11, 2019 at 1:01:18 PM CDT  
**To:** "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** FW: STR Enforcement

Deb,

Would you happen to know this answer? If not, do you know the GL code?

---

**From:** Katie Donahue  
**Sent:** Wednesday, April 10, 2019 6:06 PM  
**To:** Gilbert A. Montañó; Norman L. White  
**Cc:** Joycelyn E. Christopher; Stephanie A. Nelson; Liana Elliott  
**Subject:** STR Enforcement  
**Importance:** High

Hi all,

Liana has asked me to follow up with you all regarding the question of what amount of state money is being provided to the City for STR enforcement – how much of this money do we get, and where is it currently allocated? Thank you and I look forward to hearing from you!

Katie Donahue  
Special Assistant | Office of Mayor LaToya Cantrell  
City of New Orleans | 1300 Perdido Street | Suite 2E04 | New Orleans, LA 70112  
[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov) | (o) 504.658.4298 | (m) 504.578.5426

**From:** [Liana Elliott](#)  
**To:** [John D. Pourciau](#)  
**Subject:** FW: STR Enforcement  
**Date:** Thursday, April 11, 2019 5:26:01 PM

---

FYI – I think I have even more questions now

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 11, 2019 1:43 PM  
**To:** Norm White <normwhite0714@gmail.com>; Gilbert A. Montañó <Gilbert.Montano@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>  
**Cc:** Katie Donahue <Kathleen.Donahue@nola.gov>  
**Subject:** Fwd: STR Enforcement

I'm off site. Please text if you need more.

This is the state's Quality of Life Fund and consists of 3.97% STATE sales tax on STRs. It is captured in Intergovernmental Revenue in the city revenue forecast at \$4.3m annually. We have fiscal year issues but all that money is now with the city. We have 2 CEAs, one for \$2m from 2017 half year and one for \$4.1m for 2018. The CEAs are reimbursed code enforcement expenses justified across almost all city agencies using assumed percentages of actual expenditures. The current appropriation is \$4.3m

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Sent from my iPhone. Please excuse typos.

Begin forwarded message:

**From:** "Norman L. White" <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>  
**Date:** April 11, 2019 at 1:01:18 PM CDT  
**To:** "Deborah A. Vivien" <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** FW: STR Enforcement

Deb,

Would you happen to know this answer? If not, do you know the GL code?

---



**From:** Katie Donahue  
**Sent:** Wednesday, April 10, 2019 6:06 PM  
**To:** Gilbert A. Montañó; Norman L. White  
**Cc:** Joycelyn E. Christopher; Stephanie A. Nelson; Liana Elliott  
**Subject:** STR Enforcement  
**Importance:** High

Hi all,

Liana has asked me to follow up with you all regarding the question of what amount of state money is being provided to the City for STR enforcement – how much of this money do we get, and where is it currently allocated? Thank you and I look forward to hearing from you!

Katie Donahue  
Special Assistant | Office of Mayor LaToya Cantrell  
City of New Orleans | 1300 Perdido Street | Suite 2E04 | New Orleans, LA 70112  
[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov) | (o) 504.658.4298 | (m) 504.578.5426

**From:** [Deborah A. Vivien](#)  
**To:** [Monika A. Gerhart](#); [Joshua A. Zuckerman](#); [John D. Pourciau](#)  
**Subject:** HBs 522 Abramson lost penny STR treatment.xlsx  
**Date:** Tuesday, April 9, 2019 11:25:08 AM  
**Attachments:** HBs 522 Abramson lost penny STR treatment.xlsx

---

These two tables are the fiscal impacts if:

- 1) The definition of hotels aligns to 47:301(6)(A) instead of breaking STRs at 2 rooms or more for the abatement.
- 2) The difference in a preemptive treatment of the STR as ineligible for the abatement (no impact from bill) or assuming the STR continues to get the abatement (reduction of abatement in bill).

**From:** [Deborah A. Vivien](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** FW: STR estimates  
**Date:** Friday, April 5, 2019 8:56:23 AM

---

As discussed. Should have copied you yesterday. Sorry.

---

**From:** Katie Donahue  
**Sent:** Thursday, April 4, 2019 3:43 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** RE: STR estimates

Thanks Deb, very helpful stuff. Will reach out if anything else comes up.

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 04, 2019 3:36 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** RE: STR estimates

Using Quality of Life Fund as a base, a rate of 1.8% - 1.9% would replace the entire \$5 NHIF

If you're leaving the \$1 per night in place and adding the amount related to \$4 per night, the rate would drop to 1.4% - 1.5%

All assuming no change to the program and current activity is fixed

---

**From:** Katie Donahue  
**Sent:** Thursday, April 4, 2019 3:18 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** RE: STR estimates

Great, thanks Deb. If we were to increase that fee to \$5/night for the NHIF, what % could STR tax be levied at state level to make it the same effective tax rate as hotels?

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 04, 2019 3:13 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** RE: STR estimates

\$550,000 to \$600,000 is still accurate this is for the NHIF at \$1 per night

---

**From:** Katie Donahue  
**Sent:** Thursday, April 4, 2019 3:08 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** RE: STR estimates

Hi Deb,

Got some clarification from John:

We had estimated on the front end that \$1/day STR fee would generate about \$600,000. Is that figure still accurate?

Thank you!

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, April 04, 2019 3:04 PM  
**To:** Katie Donahue <[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov)>  
**Subject:** RE: STR estimates

I'm about to get on a call with the state concerning the REC estimates. Please let me know ASAP if I need to look something up.

---

**From:** Katie Donahue  
**Sent:** Thursday, April 4, 2019 2:55 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Subject:** STR estimates  
**Importance:** High

Hi Deb,

John is wondering what the dollar a day estimates are on STRs – would be great to get this info ASAP. Thank you!

Katie Donahue  
Special Assistant | Office of Mayor LaToya Cantrell  
City of New Orleans | 1300 Perdido Street | Suite 2E04 | New Orleans, LA 70112  
[Kathleen.Donahue@nola.gov](mailto:Kathleen.Donahue@nola.gov) | (o) 504.658.4298 | (m) 504.578.5426

**From:** [Laura Lapeze](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: Executed Casino Support Services Contract  
**Date:** Thursday, April 4, 2019 11:01:43 AM

---

**EMAIL FROM EXTERNAL SENDER**

Sorry! I got tied up with Appropriations this week.

---

**From:** Deborah A. Vivien [mailto:deborah.vivien@nola.gov]  
**Sent:** Thursday, April 4, 2019 10:27 AM  
**To:** Laura Lapeze <[LLapeze@treasury.state.la.us](mailto:LLapeze@treasury.state.la.us)>  
**Subject:** FW: Executed Casino Support Services Contract

Nevermind – it's here!

---

**From:** Deborah A. Vivien  
**Sent:** Monday, April 1, 2019 3:09 PM  
**To:** Laura Lapeze <[LLapeze@treasury.state.la.us](mailto:LLapeze@treasury.state.la.us)>  
**Subject:** Re: Executed Casino Support Services Contract

Laura,

Were you able to find the STR Quality of Life fund 2nd payment?

Thanks,

Debbie

Sent from my iPhone. Please excuse typos.

On Mar 29, 2019, at 4:04 PM, Laura Lapeze <[LLapeze@treasury.state.la.us](mailto:LLapeze@treasury.state.la.us)> wrote:

**EMAIL FROM EXTERNAL SENDER**

---

**From:** Laura Lapeze  
**Sent:** Friday, March 16, 2018 3:25 PM  
**To:** [lane.tramonte@la.gov](mailto:lane.tramonte@la.gov)  
**Cc:** Mary Kathryn Drago <[mdrago@treasury.state.la.us](mailto:mdrago@treasury.state.la.us)>  
**Subject:** RE: Executed Casino Support Services Contract

Hey Lana!

Below are the updated figures requested. Thanks!

FY	Appropriated Amount	Source of Funding
2006	\$1,000,000	General Fund
2007	\$3,600,000	General Fund
2008	\$3,600,000	General Fund
2009	\$3,600,000	General Fund
2010	\$3,460,163	General Fund
2011	None	Vetoed by governor
2012	\$3,600,000	Support Education in LA First (SELF) Fund
2013	\$3,600,000	General Fund
2014	\$3,600,000	Overcollections Fund
2015	\$3,600,000	Casino Support Services Fund
2016	\$3,600,000 *	Casino Support Services Fund
2017	\$3,600,000	Casino Support Services Fund
2018	\$1,800,000 **	Casino Support Services Fund

\*in FY 16 paid \$1,280,000

\*\*Have not paid FY18

---

**From:** Laura Lapeze

**Sent:** Tuesday, April 15, 2014 7:04 PM

**To:** Lana Tramonte <[Lana.Tramonte@la.gov](mailto:Lana.Tramonte@la.gov)>

**Cc:** Lindsay Schexnayder <[lschexnayder@treasury.state.la.us](mailto:lschexnayder@treasury.state.la.us)>

**Subject:** RE: Executed Casino Support Services Contract

Hey Lana!

I pulled the information on how much we have paid the Casino Support Services contract over the last few fiscal years. Please see below.

FY	Appropriated Amount	Source of Funding
2006	\$1,000,000	General Fund
2007	\$3,600,000	General Fund
2008	\$3,600,000	General Fund
2009	\$3,600,000	General Fund
2010	\$3,460,163	General Fund
2011	None	Vetoed by governor
2012	\$3,600,000	Support Education in LA First (SELF) Fund
2013	\$3,600,000	General Fund
2014	\$3,600,000	Overcollections Fund

YTD		
-----	--	--

Please let us know if you need anything else.

Thanks!  
--Laura--

---

**From:** Lana Tramonte [<mailto:Lana.Tramonte@la.gov>]

**Sent:** Tuesday, April 15, 2014 9:18 AM

**To:** Penny Bouquet ([bouquet@legis.la.gov](mailto:bouquet@legis.la.gov)); Raynel Gascon; Mark Antoon ([antoonm@legis.la.gov](mailto:antoonm@legis.la.gov)); Laura Lapeze; Lauren Whatley - Legislative Auditors ([lwhatley@lla.la.gov](mailto:lwhatley@lla.la.gov)); [mathist@legis.la.gov](mailto:mathist@legis.la.gov); Olga Bogran - A.G. Office ([bograno@ag.state.la.us](mailto:bograno@ag.state.la.us))

**Subject:** Executed Casino Support Services Contract

Please find attached an executed copy of the 2014-15 Casino Support Services Contract. The original was mailed to Representative Fannin. If anyone has any questions, please call. Thanks for your cooperation.

**From:** [Paul Flower](#)  
**To:** [Paul Flower](#); [John D. Pourciau](#)  
**Cc:** [Bill Hammack \(hammack@hammackjones.com\)](#)  
**Subject:** FW: Another look.docx  
**Date:** Monday, April 1, 2019 5:49:24 PM  
**Attachments:** Another look.docx  
**Importance:** High

---

**EMAIL FROM EXTERNAL SENDER**

**Paul H. Flower**

CEO

Woodward Design+Build  
1000 S. Jefferson Davis Parkway  
New Orleans, LA 70125

Email: [phflower@woodwarddesignbuild.com](mailto:phflower@woodwarddesignbuild.com)  
[woodwarddesignbuild.com](http://woodwarddesignbuild.com)  
[LinkedIn](#) | [Facebook](#) | [Instagram](#)

---

**From:** Paul Flower <[phflower@woodwarddesignbuild.com](mailto:phflower@woodwarddesignbuild.com)>  
**Sent:** Monday, April 1, 2019 5:13 PM  
**To:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Cc:** Bill Hammack ([hammack@hammackjones.com](mailto:hammack@hammackjones.com)) <[hammack@hammackjones.com](mailto:hammack@hammackjones.com)>; Paul Flower <[phflower@woodwarddesignbuild.com](mailto:phflower@woodwarddesignbuild.com)>  
**Subject:** FW: Another look.docx  
**Importance:** High

Below is Bill's e mail and attached is the word document, summarizing what we discussed last Saturday. Below is what I understand to be the Mayor's position at this time :

1. Presently the one time money offer is \$44 MM including \$5MM RTA escrow. City wants the \$5MM to go to RTA and get \$39MM in one time money. In addition the City wants \$20MM one time in 2020 and \$20MM one time in 2021.
2. In order to solve the RTA problem now the City wants to have the \$6MM/year that is presently given by the RTA to NOMTC and the Conv. Center , \$3MM each , to stop and be retained by RTA starting in 2020.
3. You indicated the present bill filed in the legislature to equalize STR with hotel tax , gives the City the right to expand the tax and collect the revenues. The additional revenues will be split ?/? with NOTMC the remit to New Orleans and Co. under a CEA where by the City would collect the money and remit ?% to NOMTC then NO & Co..
4. The hotel tax would increase by 1% and the entire amount would go to the City. No authority yet to do by EDD.



5. The rest of the recommended counter in the attachment is the same : \$1MM Harrah's from NOTMC, \$2.5MM from DDD increase.

Please let me know if this is correct.

Paul

**Paul H. Flower**

CEO

Woodward Design+Build  
1000 S. Jefferson Davis Parkway  
New Orleans, LA 70125

Email: [phflower@woodwarddesignbuild.com](mailto:phflower@woodwarddesignbuild.com)  
[woodwarddesignbuild.com](http://woodwarddesignbuild.com)  
[LinkedIn](#) | [Facebook](#) | [Instagram](#)

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**From:** Bill Hammack <hammack@hammackjones.com>

**Sent:** Sunday, March 31, 2019 8:59 AM

**To:** Paul Flower <phflower@woodwarddesignbuild.com>; John D. Pourciau <John.Pourciau@nola.gov>

**Subject:** Another look.docx

**Importance:** High

Paul, John

When you get a second please send Paul and I the plan the Mayor was reviewing yesterday. I'm not sure I got all the details during the conversation and I want to understand it better.

Here's a scenario that Paul and I had discussed prior to lunch. Be sure to read all three pages!

My opinion:

- I think we'll get push back on the RTA piece but doing it this way avoids the lawsuit and gives time to resolve the issue.
- I'm you're not going to be able to get the governor / MCC to agree on the \$20 million out years as outlined in your plan presented yesterday. I think if you want to go that route, you need to give the governor a chance to discuss off line with LaToya and get his commitment to do the outyears after the election.
- I really believe we can get real close to the Recommended Counters.

Paul, please weigh in.

Also, John, please review and send me your thoughts.

Bill

**From:** [Paul Flower](#)  
**To:** [Bill Hammack](#); [John D. Pourciau](#)  
**Cc:** [Paul Flower](#)  
**Subject:** RE: Another look.docx  
**Date:** Sunday, March 31, 2019 9:15:21 AM

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**EMAIL FROM EXTERNAL SENDER**

John

Let me add a couple of things:

To get EDD voter approval in district Hospitality will spend \$200,000 on an educational campaign to convince voters to tax them

We think it is going to very hard to get 2/3rds and this will not need to be the mayor going to voters. STR legislation is going to be a hard vote and we feel NO best not rely on state bill.

Hospitality wants 35% to go to NO and CO. Strong reason.

I my mind recurring much more valuable than one time. Good deal on the table for recurring –now is the time to take it. We have almost total concurrence on that right now.

Paul

**Paul H. Flower**

CEO

Woodward Design+Build  
1000 S. Jefferson Davis Parkway  
New Orleans, LA 70125

Email: [phflower@woodwarddesignbuild.com](mailto:phflower@woodwarddesignbuild.com)  
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[LinkedIn](#) | [Facebook](#) | [Instagram](#)

---

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**To:** Paul Flower <phflower@woodwarddesignbuild.com>; John D. Pourciau <John.Pourciau@nola.gov>  
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- I really believe we can get real close to the Recommended Counters.

Paul, please weigh in.

Also, John, please review and send me your thoughts.

Bill

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#)  
**Subject:** 1% on STR  
**Date:** Thursday, March 28, 2019 7:25:31 AM

---

John,

If y'all have already folded the STR penny issue into the negotiations, please disregard this. Otherwise, I just wanted to be sure you saw this issue referenced in my email from earlier this week.

Revenue has asked for an opinion from law on whether the suspension of the penny on hotels applies to those with fewer than 10 rooms. If it does not apply, STRs will be subject to an additional 1% that is not in the calculation used to reach 6.75% in HB 43. I saw Sunny in the elevator and mentioned it to her so she would know it impacts the hospitality effort.

Please get in touch if you need more.

Deb

Sent from my iPhone. Please excuse typos.

**From:** [Gilbert A. Montañó](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: Status of NO&C dedication  
**Date:** Wednesday, March 27, 2019 8:27:57 AM

---

Got it.

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, March 26, 2019 5:37 PM  
**To:** Gilbert A. Montañó <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Subject:** FW: Status of NO&C dedication

Should have copied you. Sorry.

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, March 26, 2019 5:17 PM  
**To:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; 'hammack@hammackjones.com' <[hammack@hammackjones.com](mailto:hammack@hammackjones.com)>; 'phflower@woodwarddesignbuild.com' <[phflower@woodwarddesignbuild.com](mailto:phflower@woodwarddesignbuild.com)>  
**Subject:** RE: Status of NO&C dedication

Highlighted below is the definition of a short term rental for purposes of the state dedication of 3.97% sales tax to the Quality of Life Fund:

RS 47:301(6)(a) "Hotel" means and includes any establishment or person engaged in the business of furnishing sleeping rooms, cottages, or cabins to transient guests, where such establishment consists of sleeping rooms, cottages, or cabins at any of the following:

(i) A single business location.

(ii) A residential location, including but not limited to a house, apartment, condominium, camp, cabin, or other building structure used as a residence.

(iii) For purposes of this Chapter, hotel shall not mean or include any establishment or person leasing apartments or single family dwelling on a month-to-month basis.

---

**From:** Deborah A. Vivien  
**Sent:** Tuesday, March 26, 2019 4:07 PM  
**To:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; 'hammack@hammackjones.com' <[hammack@hammackjones.com](mailto:hammack@hammackjones.com)>  
**Subject:** Status of NO&C dedication

All,

Attached is the result of this afternoon's research. It appears that the 0.97% NO&C dedication is not pledged, according to audited financials (2017) and EMMA (MSRB). However, I did not speak with anyone at NO&C to confirm with certainty. Also, BGR interprets the bond covenants for the state dedication to MCC (\$2M/yr.) to allow for an appropriation to a different entity.

I don't have Paul's email address but will call him.

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

[davivien@nola.gov](mailto:davivien@nola.gov)

Office: 504.658.8638

Cell: 504.313.0699

1300 Perdido Street

New Orleans, LA 70112

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#)  
**Cc:** [Gilbert A. Montaño](#)  
**Subject:** hotel v STR  
**Date:** Tuesday, March 26, 2019 5:36:29 PM

---

White Paper – confidential

I'm not sure if this falls under confidentiality so I'm sending it only to City agents.

The hotel/STR properties we discussed earlier are either remitting sales tax through a platform or not at all. Many believe they are remitting through a platform which means the STR changes and dedications are capturing the revenue. Though some of these hybrid properties are licensed as a hotel (with others pending), sales tax collections associated with the hotel licenses have not been remitted, indicating that the taxes are probably falling under STR. However, because the properties are licensed as a hotel, they can instantly remit as a hotel if desired. Apparently, these hybrids are not supposed to be remitting as a STR since they have been issued a hotel license. Thus, any enforcement would apparently err on the side of remitting as a hotel.

Obtaining a hotel license requires customary lodging services. Without certain definition, customary lodging services include an interior lobby or office supervised by a person in charge at all hours. Jenn Cecil and staff have been analyzing this issue and would help greatly in an evaluation of a hybrid permit that may incentivize STR behavior in a manner most beneficial to the City and citizens.

Lastly, CNO legal department is apparently evaluating the possibility of applying the 1% abated sales tax to hotels with fewer than 10 rooms since it is based on the state law with that threshold. This is the same part of law that authorizes the state to only charge the LSED and MCC occupancy taxes (7% total) on hotels with 10 rooms or more. If legal interprets the law to state that the City can charge the 1% to hotels with fewer than 10 rooms, Revenue will immediately begin charging the tax, which would increase the STR rate by 1% (possibly as early as May if Revenue receives the legal opinion). In light of the negotiations, I thought you should be aware of that potential. I have not heard of an anticipated date of release of the legal interpretation from the Law Department.

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

davivien@nola.gov  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112



**From:** [Courtney A. Stuckwisch](#)  
**To:** [John D. Pourciau](#); [Tara G. Richard](#); [Robert D. Rivers](#); [Kelly G. Butler](#); [M. Tyler Russell](#); [Tracy L. Tyler](#); [Austin P. Wilty](#)  
**Cc:** [Ellen M. Lee](#)  
**Subject:** FW: Short Term Rental  
**Date:** Monday, March 25, 2019 9:23:19 AM  
**Attachments:** Short Term Rental Evaluation Study\_HRA Proposal.pdf

---

All,

See attached for the proposed add-on scope from HR&A. Please share your thoughts and if you'd like to try to meet in the next couple of days to discuss.

Thank you,  
Courtney

---

**From:** Phillip Kash [mailto:pkash@hraadvisors.com]  
**Sent:** Sunday, March 24, 2019 7:12 PM  
**To:** Ellen M. Lee <emlee@nola.gov>  
**Cc:** Courtney A. Stuckwisch <castuckwisch@nola.gov>; Steven Reilly <SReilly@hraadvisors.com>  
**Subject:** Short Term Rental

**EMAIL FROM EXTERNAL SENDER**

Ellen,

Thank you for the opportunity to propose a scope of work evaluating how New Orleans can harness the growth of commercial short-term rental to address its affordability challenges. New Orleans is pioneering how cities should address the emergency of a new real estate product that is disrupting the housing and hotel markets. We see this as a natural extension of our work on Inclusionary Zoning and, if hired, intend to continue to provide you with timely and thoughtful analysis.

We are available to discuss our proposed scope in detail after you review it.

Respectfully,

Phillip

PHILLIP KASH

Partner | HR&A ADVISORS, INC.

Direct: (202) 903-0722 | Cell: (704) 806-3559

[www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Deborah A. Vivien](#)  
**To:** [John D. Pourciau](#); [Arthur C. Walton](#); [Joshua A. Zuckerman](#)  
**Cc:** [Gilbert A. Montaño](#)  
**Subject:** HB 43 FN Response Draft  
**Date:** Thursday, March 14, 2019 4:53:59 PM  
**Attachments:** HB43 Original FN Response LLA format.doc

---

All,

I'm sending this to you as a fillable word document so you can edit if need be. I would send this to the state in a .pdf format once it is signed by the appropriate city authority.

The estimate of the recurring amount of revenue generated is reduced to \$10.5M in deference to an outlier month that could have skewed results.

Possible Amendments:

1. Make the definition of short term rental match QOL Fund language
2. Make the tax base as defined by "paid occupancy" match QOL Fund language (ie, room rental rate)
3. Revisit election language – potential date and ballot language?
4. Ensure that collection fee language authorizes city to retain the fee

I'm out of the office until Monday afternoon but will have my cell.

Deborah Vivien

Sr. Advisor to the CAO, City of New Orleans

davivien@nola.gov  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
New Orleans, LA 70112

**From:** [Chad J. Brown](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Gilbert A. Montaño](#); [Courtney W. Story](#)  
**Subject:** RE: Emailing: STR Revenue Projections FINAL  
**Date:** Wednesday, March 13, 2019 11:20:30 AM

---

Thanks Deb.

Keep us posted.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Wednesday, March 13, 2019 11:20 AM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Cc:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Subject:** RE: Emailing: STR Revenue Projections FINAL

Thanks for sending this. I requested it from Jenn months ago. I'm glad to see it was completed.

It's great but concentrates on permit fees (~\$1M) and NHIF (~\$600,000). This analysis needs to extend to sales tax for the bulk of the revenue impact. We can make assumptions about occupancy and nightly rates but will need to verify with Jenn exactly what a unit is.

I can work on this. It will also impact some of the City's proposed state legislation.

---

**From:** Chad J. Brown  
**Sent:** Tuesday, March 12, 2019 10:37 PM  
**To:** Deborah A. Vivien <[deborah.vivien@nola.gov](mailto:deborah.vivien@nola.gov)>  
**Cc:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Subject:** FW: Emailing: STR Revenue Projections FINAL

Hi Deb,

See below and attached. I believe this was the information you were originally looking for as it relates to STR revenue projections.

Once you review, let me know your thoughts.

If needed, we can revise or create updated memo to CM Palmer (based on any new and relevant information).

Thanks.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

---

**From:** Courtney W. Story

**Sent:** Tuesday, March 12, 2019 4:55 PM

**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>

**Subject:** Fwd: Emailing: STR Revenue Projections FINAL

---

**From:** Jennifer R. Cecil

**Sent:** Tuesday, March 12, 2019 3:59 PM

**To:** Courtney W. Story

**Subject:** Fwd: Emailing: STR Revenue Projections FINAL

I've been trying to Gilbert through Chad. Just saw what y'all sent Palmer. Seemed some of this info maybe was needed. So I'm sending to you too

Jennifer Cecil

1300 Perdido St., Rm. 7W03, New Orleans, LA 70112

(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

Begin forwarded message:

**From:** "Jennifer R. Cecil" <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>

**Date:** March 4, 2019 at 10:15:53 AM CST

**To:** "Chad C. Dyer" <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>

**Subject: Emailing: STR Revenue Projections FINAL**

Your message is ready to be sent with the following file or link attachments:

STR Revenue Projections FINAL

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

**From:** [Chad J. Brown](#)  
**To:** [Courtney W. Story](#)  
**Subject:** Re: Emailing: STR Revenue Projections FINAL  
**Date:** Tuesday, March 12, 2019 4:54:02 PM

---

The dept head slides..

Sent from my iPhone

On Mar 12, 2019, at 4:47 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Please resend.

Also, can you send Cynthia (sanitation) the slides from the meeting today. She asked me for them. Please copy me too.

Working from my iPhone lol

Sent from my iPhone

On Mar 12, 2019, at 4:46 PM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Should be on the first email I sent in this thread. Let me know if you need me to resend.

Sent from my iPhone

On Mar 12, 2019, at 4:43 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Thanks. Deb asked about this actually. Was there an attachment?

Sent from my iPhone

On Mar 12, 2019, at 4:39 PM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

More context... I'm pretty sure this is what CPC is voting on this week

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112

Desk 504.658.7674 | Mobile 504.377.0296 | Email  
[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Jennifer R. Cecil  
**Sent:** Tuesday, March 12, 2019 4:25 PM  
**To:** Courtney W. Story  
**Subject:** Re: Emailing: STR Revenue Projections  
FINAL

Sorry. I was send it to Chad D, not B. But  
Gilbert and Deb had asked for a fiscal  
analysis of the impact of the new legislation  
several times this winter

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans,  
LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

On Mar 12, 2019, at 4:03 PM, Courtney W.  
Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Thanks Jen! I'll follow up with Chad  
B now and see if I can get any more  
information. Was there something  
in particular you wanted Gilbert to  
be aware of/do?

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**  
1300 Perdido Street | Suite 8W03-A  
| New Orleans, LA 70112  
Desk 504.658.7674 | Mobile  
504.377.0296 | Email  
[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Jennifer R. Cecil  
**Sent:** Tuesday, March 12, 2019  
3:59 PM  
**To:** Courtney W. Story  
**Subject:** Fwd: Emailing: STR  
Revenue Projections FINAL

I've been trying to Gilbert  
through Chad. Just saw what  
y'all sent Palmer. Seemed some  
of this info maybe was needed.  
So I'm sending to you too

Jennifer Cecil  
1300 Perdido St., Rm. 7W03,  
New Orleans, LA 70112  
(504) 258-5515;  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov)

Begin forwarded message:

**From:** "Jennifer R.  
Cecil"  
<[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>

**Date:** March 4,  
2019 at 10:15:53  
AM CST  
**To:** "Chad C.  
Dyer"  
<[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>

**Subject:**  
**Emailing: STR**  
**Revenue**  
**Projections**  
**FINAL**

Your message is  
ready to be sent  
with the following  
file or link  
attachments:

STR Revenue  
Projections FINAL

Note: To protect  
against computer  
viruses, e-mail  
programs may  
prevent sending or  
receiving certain  
types of file  
attachments.  
Check your e-mail  
security settings to  
determine how  
attachments are  
handled.

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Re: Emailing: STR Revenue Projections FINAL  
**Date:** Tuesday, March 12, 2019 4:46:47 PM

---

Should be on the first email I sent in this thread. Let me know if you need me to resend.

Sent from my iPhone

On Mar 12, 2019, at 4:43 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Thanks. Deb asked about this actually. Was there an attachment?

Sent from my iPhone

On Mar 12, 2019, at 4:39 PM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

More context... I'm pretty sure this is what CPC is voting on this week

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Jennifer R. Cecil  
**Sent:** Tuesday, March 12, 2019 4:25 PM  
**To:** Courtney W. Story  
**Subject:** Re: Emailing: STR Revenue Projections FINAL

Sorry. I was send it to Chad D, not B. But Gilbert and Deb had asked for a fiscal analysis of the impact of the new legislation several times this winter

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

On Mar 12, 2019, at 4:03 PM, Courtney W. Story  
<[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Thanks Jen! I'll follow up with Chad B now and see if I can get any more information. Was there something in particular you wanted Gilbert to be aware of/do?

--

Courtney Werpy Story, MPH  
*Innovation Manager*



**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email  
[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Jennifer R. Cecil  
**Sent:** Tuesday, March 12, 2019 3:59 PM  
**To:** Courtney W. Story  
**Subject:** Fwd: Emailing: STR Revenue Projections FINAL

I've been trying to Gilbert through Chad. Just saw what y'all sent Palmer. Seemed some of this info maybe was needed. So I'm sending to you too

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

Begin forwarded message:

**From:** "Jennifer R. Cecil"  
<[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Date:** March 4, 2019 at 10:15:53 AM CST  
**To:** "Chad C. Dyer" <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>  
**Subject: Emailing: STR Revenue Projections FINAL**

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STR Revenue Projections FINAL

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**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** FW: Emailing: STR Revenue Projections FINAL  
**Date:** Tuesday, March 12, 2019 4:03:27 PM  
**Attachments:** STR Revenue Projections FINAL.docx  
ATT00001.htm

---

FYI

No idea what this is about but just followed up w/Jen for more info.

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Jennifer R. Cecil  
**Sent:** Tuesday, March 12, 2019 3:59 PM  
**To:** Courtney W. Story  
**Subject:** Fwd: Emailing: STR Revenue Projections FINAL

I've been trying to Gilbert through Chad. Just saw what y'all sent Palmer. Seemed some of this info maybe was needed. So I'm sending to you too

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

Begin forwarded message:

**From:** "Jennifer R. Cecil" <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Date:** March 4, 2019 at 10:15:53 AM CST  
**To:** "Chad C. Dyer" <[ccdye@nola.gov](mailto:ccdye@nola.gov)>  
**Subject:** Emailing: STR Revenue Projections FINAL

Your message is ready to be sent with the following file or link attachments:

STR Revenue Projections FINAL

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**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Re: STR Memo for CM Palmer  
**Date:** Thursday, March 7, 2019 6:10:36 PM

---

Yes, I think it was perfect. We have some revenue from other places that may happen that could support this too (building permits and swbno permits) so it makes sense to just say hey this is what we are thinking but to many unknowns for final decisions yet.

Sent from my iPhone

On Mar 7, 2019, at 6:06 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Was that final line I added ok?

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Courtney W. Story  
**Sent:** Thursday, March 7, 2019 6:06 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** Re: STR Memo for CM Palmer

Thanks!!

Sent from my iPhone

On Mar 7, 2019, at 6:01 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Hi Tara,

Here is the most updated draft I sent to Gilbert.

I will let you know if he makes any final changes. I will still send you a final copy (once he approves). Please don't circulate until then.

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Chad J. Brown  
**Sent:** Thursday, March 7, 2019 5:51 PM  
**To:** Gilbert A. Montañó <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>

**Subject:** STR Memo for CM Palmer

Hi Gilbert,

As discussed, attached is the updated memo (for CM Palmer) on STR enforcement.

Please let me know if you have any additional questions.

Thanks.

Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

<CAO\_Memo.ShortTermRentalEnforcement.pdf>

**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Liana Elliott](#); [Arthur C. Walton](#)  
**Cc:** [M. Tyler Russell](#)  
**Subject:** FW: STR Platform Regs  
**Date:** Thursday, March 7, 2019 4:11:56 PM  
**Attachments:** image001.png

---

FYI: Council is requesting input from zoning and safety and permits on STR platform regulations.

I will plan to attend the meeting.

Tara

---

**From:** Andrew J. Sullivan  
**Sent:** Thursday, March 7, 2019 3:52 PM  
**To:** Theresa R. Becher <trbecher@nola.gov>; Ashley J. Becnel <ajbecnel@nola.gov>; Robert D. Rivers <rdrivers@nola.gov>; Sayde F. Finkel <Sayde.Finkel@nola.gov>  
**Cc:** Tara G. Richard <tgrichard@nola.gov>; Alison N. Poort <anpoort@nola.gov>  
**Subject:** STR Platform Regs

Hi all,

Wanted to convene a meeting to get your input on the STR platform regulations. How does next Monday March 18<sup>th</sup> look for folks? District C is wide open currently. (Also if there are others that need to be included here please let me know). Thanks!

**Andrew Sullivan**  
**Chief of Staff**

Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70  
New Orleans, Louisiana 70112

[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

Office: (504) 658-1032

Cell: (504) 496-8889

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**Find Us On** [Instagram](#)



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**From:** [Chad J. Brown](#)  
**To:** [Courtney W. Story](#)  
**Subject:** RE: STR information  
**Date:** Thursday, March 7, 2019 12:30:25 PM

---

Thanks. I added \$50K as a place holder (and informed Romy).

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Courtney W. Story  
**Sent:** Monday, March 4, 2019 11:29 AM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** FW: STR information

FYI

--  
Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**  
1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Romy S. Samuel  
**Sent:** Monday, March 4, 2019 11:29 AM  
**To:** Courtney W. Story  
**Subject:** FW: STR information

Sorry for the delay.

---

**From:** Patrice B. Lee-Fleming  
**Sent:** Thursday, February 28, 2019 2:57 PM  
**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>  
**Subject:** FW: STR information

**Other Operating Expenses**

Computer	-	\$1,500.00
Telephone	-	\$300.00
Uniform	-	\$100.00
General Office Supplies	-	\$50.00
Total	-	\$1,950.00 per employee

---

**From:** Romy S. Samuel  
**Sent:** Thursday, February 28, 2019 2:52 PM  
**To:** Patrice B. Lee-Fleming <[PBFLeming@nola.gov](mailto:PBFLeming@nola.gov)>  
**Subject:** Fwd: STR information

Please handle.

Sent from Romy's iPhone

Begin forwarded message:

**From:** "Courtney W. Story" <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Date:** February 28, 2019 at 2:02:35 PM CST  
**To:** "Chad J. Brown" <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>, "Romy S. Samuel" <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>  
**Cc:** "Norman L. White" <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>, "Mailan T. Le" <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Subject:** RE: STR information

Hi Romy,

Thanks!! Could you also include any estimate of other operating funds you may need?

Thanks!

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Chad J. Brown  
**Sent:** Thursday, February 28, 2019 2:00 PM  
**To:** Romy S. Samuel  
**Cc:** Norman L. White; Courtney W. Story; Mailan T. Le  
**Subject:** RE: STR information

Thanks Romy. This is helpful.

Can you provide me with the loaded salary information for the 5 positions.

As noted, we are still data gather but at this point, I believe these would be Finance housed positions.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Romy S. Samuel  
**Sent:** Thursday, February 28, 2019 1:55 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Subject:** RE: STR information

Chad,

I do not recall the conversation but I think we should consider a few of the positions for Field Agent

staff as well as Tax Collections Specialists. I believe these positions were impacted by the pay plan increase and would need to be adjusted accordingly. Are these employees housed outside of Finance?



---

**From:** Chad J. Brown

**Sent:** Thursday, February 28, 2019 1:45 PM

**To:** Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>

**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>;  
Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>

**Subject:** STR information

Hi Romy,

Our team is working on collecting information and drafting a memo to the CAO as it relates to a new STR office. As you may know, this data gathering is at the request of Council.

After doing some digging, we wanted to verify some information that we came across. It seems that in 2016, City Council asked Norman Foster what Finance/Revenue would need (for additional staffing) in order collect STR fines. Please see the attached documents which include a proposed staffing structure and totals for loaded salaries.

Let me know if you recall this discussion and/or if this proposal is still accurate.

We can also discuss if needed.

Thanks much!



Chad J. Brown

Chief of Staff to the Chief Administrative Officer | City of New Orleans

(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Deborah A. Vivien](#)  
**To:** [Charlene S. Rollins](#)  
**Cc:** [Norman L. White](#); [Freda G. Richardson](#); [Gilbert A. Montaña](#)  
**Subject:** Re: STR state dedication  
**Date:** Friday, March 1, 2019 3:41:28 PM

---

Ok, thanks. That's going to reduce the 2018 actual revenue by \$4.1 million. However the 2019 estimate will be increased by \$4.1 million.

Sent from my iPhone. Please excuse typos.

> On Mar 1, 2019, at 3:38 PM, Charlene S. Rollins <csrollins@nola.gov> wrote:

>

> Deb,

>

> Government Funds such as the General Fund use the Modified Accrual basis of accounting for Revenue Recognition.

>

> This means that Governmental funds recognize revenues as cash is received during or soon after the end of the year and when it is earned and both measurable and available (within 60 days).

>

> I asked the questions below because I was trying to determine if the cash would be considered received during the period of availability which is referenced above as 60 days.

>

> Therefore, based upon your responses below, I would not consider the revenue you referenced below as received and would not recognize as revenue in General Fund for 2018 because we have not received the cash.

>

>

> Charlene Rollins

> Comptroller

>

>

>

> -----Original Message-----

> From: Deborah A. Vivien

> Sent: Friday, March 1, 2019 3:03 PM

> To: Charlene S. Rollins <csrollins@nola.gov>

> Cc: Norman L. White <Norman.White@nola.gov>; Freda G. Richardson <fgrichardson@nola.gov>; Gilbert A. Montaña <Gilbert.Montano@nola.gov>

> Subject: Re: STR state dedication

>

> It hasn't been sent. It's with the Treasurer.

>

> Sent from my iPhone. Please excuse typos.

>

>> On Mar 1, 2019, at 2:42 PM, Charlene S. Rollins <csrollins@nola.gov> wrote:

>>

>> Okay,

>>

>> What is the date of the EFT?

>>

>> Charlene

>>

>> -----Original Message-----

>> From: Deborah A. Vivien

>> Sent: Friday, March 1, 2019 2:36 PM  
>> To: Charlene S. Rollins <csrollins@nola.gov>  
>> Cc: Norman L. White <Norman.White@nola.gov>; Freda G. Richardson <fgrichardson@nola.gov>; Gilbert A. Montaña <Gilbert.Montano@nola.gov>  
>> Subject: Re: STR state dedication  
>>  
>> It's not a check. It's an EFT.  
>>  
>> Sent from my iPhone. Please excuse typos.  
>>  
>>> On Mar 1, 2019, at 2:15 PM, Charlene S. Rollins <csrollins@nola.gov> wrote:  
>>>  
>>> Has the check already been cut?  
>>>  
>>> Are you able to confirm the check date?  
>>>  
>>> The answers to these questions will enable us to determine if we will be able to accrue the revenue to 2018.  
>>>  
>>> Charlene Rollins  
>>>  
>>> -----Original Message-----  
>>> From: Deborah A. Vivien  
>>> Sent: Friday, March 1, 2019 1:59 PM  
>>> To: Norman L. White <Norman.White@nola.gov>; Charlene S. Rollins <csrollins@nola.gov>; Freda G. Richardson <fgrichardson@nola.gov>  
>>> Cc: Gilbert A. Montaña <Gilbert.Montano@nola.gov>  
>>> Subject: STR state dedication  
>>>  
>>> All,  
>>>  
>>> The request for the state dedication of STR state sales tax was sent to the state a few weeks ago. The check is in the state treasurer's office awaiting approval. It should be deposited in the next few days. Will that payment be able to accrue to 2018?  
>>>  
>>> Thanks, Deb.  
>>>  
>>> Sent from my iPhone. Please excuse typos.

**From:** [Deborah A. Vivien](#)  
**To:** [Courtney W. Story](#); [Chad J. Brown](#); [Gilbert A. Montaño](#)  
**Cc:** [Joycelyn E. Christopher](#)  
**Subject:** RE: Updated STR Memo  
**Date:** Friday, March 1, 2019 12:08:59 PM  
**Attachments:** Screen Shot 2019-03-01 at 11.43.37 AM.png  
Screen Shot 2019-03-01 at 11.43.53 AM.png

---

see below in red

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**From:** Courtney W. Story  
**Sent:** Friday, March 01, 2019 11:07 AM  
**To:** Deborah A. Vivien; Chad J. Brown; Gilbert A. Montaño  
**Cc:** Joycelyn E. Christopher  
**Subject:** RE: Updated STR Memo

Hi Deb,

Thanks for sharing your thoughts. I wanted to provide some additional information about the current staffing structure of the STR Enforcement Office, as well as some additional rationale for the request of a substantial legal fund.

Also, I was under the impression that the revenue generated from STR violations (not permit fees) is applied to the owner's property tax bill, and are directed to a fund within Code Enforcement once paid, not the general fund. Is that not the case?

I'm not sure - this could be the case for fines. I can double check. It won't be an impact to the 2019 general fund as there is no specific estimate for fines paid in the forecast.

What will be crucial to determine is the impact on permit fees and sales tax. Those areas are the bulk of the revenue impact. This will involve an analysis of the location of the code impacts through permitted locations and an assumption about nightly rentals and rates. Further, any dedication of fees for expenses not currently budgeted will be an issue. Are you aware of any analysis done on the impacts of the STR proposed changes on existing STR locations?

**Staffing:** There are currently 13 full-time employees dedicated to Short Term Rental Administration:

- 1 Short Term Rental Administrator,
- 2 Permit Analysts,
- 8 Code Enforcement Inspectors,
- 1 Office Assistant, and
- 1 Information Technology Specialist

Does this include employees/effort from Revenue and Law, too? As an aside, how are they able to hire their own IT specialist? I want one.

With fringe benefits and salaries included, the current annual cost of personnel totals **\$822,518**. Why are we only including personal services here but all costs in the memo? The STR Administration works collaboratively with other divisions of the Department of Safety and Permits' One Stop Shop. The Current Short Term Rental Administration additionally leverages the document management and case notice/scheduling services of the Administrative Hearings Bureau, which has 3 employees with a total personnel cost of \$211,670. If

This question needs to be addressed: On the revenue side, will the proposed changes lead to higher revenue generation (enforcement efforts finding legal locations that are not remitting) or lower revenue generation (restricting the amount of legal STRs)? On net, the cost of beefing up the program can be compared to the outcome for budgetary (not political) purposes.

**Litigation:**

The "Lessons Learned" section of Jenn's report (below) provides avenues to minimize the legal battles with the platforms. My point is that setting aside \$1M in contingency legal funding seems to be an unnecessary precedent and an issue that might better be accommodated with time and available resources (i.e., by caveat). Unless we want to use the earmark as a backdoor way to reserve fund balance, I don't understand the necessity.

#### **F. Lessons Learned**

Based on the above, the Department provides the following regulatory recommendations which are mindful of the current climate and calibrated to take into account concerns posed by litigation in other cities as well as the practical necessities of effective enforcement. The Department has made structural recommendations to the Chief Administrative Officer for future enforcement practices, as additional capacity will likely be required.

Given the extensive litigation described in this memorandum, it is clear that regulation of platforms is potentially legally fraught. One possible method of addressing this is to simply not regulate the platforms. Platforms have fought nearly every attempt to require them to share data with cities in order to aid those cities with the enforcement of their regulatory laws, with the notable exception of the settlement agreement reached with their home city, San Francisco, and the Seattle's regulatory scheme, which was produced and negotiated with platform cooperation. Platform litigation may not only be time-consuming and costly; rather, it may also result in a court enjoining the City from enforcing its short term rental laws during the pendency of the suit, as is the case in New York City. Without platform regulation, platforms themselves would not have standing to legally challenge the City's short term rental laws, because they would not be subject to those laws—only their customers would. This does, however, require that the City forfeit even the chance at obtaining platform data, and does not fully immunize the City from suit over the laws, as the Chicago litigation demonstrated.

To the extent that the City does wish to move forward with platform regulation in order to assist with enforcement of its short term rental laws, the experiences of other cities have allowed us to distill a workable path forward. First, the City should only regulate the transaction of renting a property primarily used as a residential property, and not the advertising of such a rental or other aspects of the platforms' relationships with hosts and/or potential renters. Second, the City should consider a safe harbor provision similar to Santa Monica's, whereby platforms are presumed to be good actors and can demonstrate compliance through cooperation with data sharing rather than active investigation of platform conduct. The reasoning for this is twofold—first, it achieves the City's aims in a way that is presumably less burdensome to platforms, and second, it conserves the City's resources to address the actual properties causing violations, rather than the platforms, which participate in millions of transactions a year on an international basis. Third, the City should consider limiting the data it requires to be shared to reasonable parameters in order to avoid the Fourth Amendment problems encountered by New York City. While the address of the property

being rented is a crucial piece of information for the City that must be part and parcel of any effective platform regulation, there may be ways to limit the information required. The model set forth by San Francisco and Seattle is instructive. There, platforms require hosts to provide a license number in order to list a property for rental. The platforms provide that number along with the listing identification to the cities, and the cities can verify it against their own licensing databases, which do contain property addresses. This allows the cities to connect their database with that of the platform and obtain essentially full transparency over rental data. Crucially, the platforms in both cities remove unlicensed listings upon notice from the city. If the platforms fail to comply, liability attaches to their facilitation of an illegal transaction. Any workable platform registration plan should feature both the carrot—presumed compliance in exchange for cooperation—and the stick—liability and penalties for non-compliance—in order to assure full enforcement of laws.

Platform accountability to municipalities regarding STR enforcement is a constantly evolving area of law. STR laws are difficult to enforce without certain crucial information, such as the address of the property being rented. Platforms cite a variety of laws and constitutional provisions which they claim prevent them from sharing this information. While certain cities, including San Francisco, have been able to reach settlement agreements with platforms requiring the sharing of key data, most of the litigation on this topic continues. The cases have not yet reached the federal circuit courts, so it is likely that this uncertainty could continue for some time. Platforms have demonstrated that they are willing to aggressively pursue litigation against major cities—most recently New York and Miami—and have spared no expense in doing so. They have advanced arguments under a number of legal theories, including but not limited to the Communications Decency Act, the Stored Communications Act, the First Amendment and the Fourth Amendment. As such, skilled and specialized legal representation would be required to combat any such litigation. Furthermore, the litigation would be time consuming for any personnel or contractors dedicated thereto. As a result, we believe that a large litigation budget of \$1,000,000 per year would likely be necessary to defend any platform regulations enacted or other challenges to the law.

**Examples of lawsuits from other cities:**

**Boston** - <https://www.bostonglobe.com/business/2018/11/12/airbnb-sues-city-over-rental-rules-set-take-effect-january/SxmDxGvY8ZTTgmQYXTrmRP/story.html>  
**NYC** - <https://www.recode.net/2018/8/24/17779208/airbnb-suing-new-york-city-user-data-hosts-privacy-brian-chesky>  
**San Fran** - <https://www.reuters.com/article/us-airbnb-sanfrancisco-settlement-idUSKBN17X254>  
**Miami** - <https://www.bizjournals.com/southflorida/news/2019/01/04/airbnb-hits-miami-beach-with-lawsuit-over.html>

Thanks,

Courtney

--

Courtney Werpy Story, MPH  
Innovation Manager  
City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Friday, March 1, 2019 10:13 AM  
**To:** Courtney W. Story; Chad J. Brown; Gilbert A. Montañó  
**Cc:** Joycelyn E. Christopher  
**Subject:** RE: Updated STR Memo

At first glance -

There are two very important budgetary considerations here that have repeatedly been lost in the debate:

In CFY 19, the general fund is highly dependent upon STR revenue from these areas (very rough estimate):

Permits/fines:  
\$1M

Local Sales Tax  
\$4M  
State Sales Tax (Quality of Life Fund Dedication)  
\$4M  
TOTAL  
\$9M

This does not consider any indirect impacts.

Any change to the program should be accompanied with a detailed fiscal note delineating the impact to the current and future budgets. To my knowledge, a fiscal note has not been requested or submitted. Current sales tax data will not help with this analysis since AirBnb doesn't remit geographically; in my opinion, permit data is the only reliable source of information from which to estimate these impacts.

### **Impact on Fees**

Any change to the fee structure, whether by rate or tax base, will be the first impact to the general fund. Arguably, base reduction appears to be the reason for the legislative effort. If fees are set at a rate that will bring in the same amount for the bottom line, the analysis is less threatening to the existing budget. This is true for permit/licensing fees and sales tax. If the fee structure reduces the bottom line, either by lower fee revenue or dedicating a portion of those fees to something else such as NHIF, it will be a hit to the general fund. Once this hit is established, there could be secondary impact from any dedications.

### **Impact from Dedications**

Any dedication of fees from current revenue or the Quality of Life Fund (a state fund) could be a hit to the general fund. This money is put into the general fund in the Intergovernmental Transfer section of the REC report. By law, the money from the fund must be spent on STR enforcement and is currently justified to the state by taking a relative portion of all agency's budgets that have anything to do with STR enforcement. Any new spending, such as that for an enforcement office, could offset the spending assumptions in other agencies and create a budget hole, though it will make justification at the state much easier.

### **A note on the spending estimate:**

A spending requirement of \$2.2M seems high, given that it's essentially a reorganization of an on-going program. This amount added to the current effort is a sizable spend. For comparison, how much do we spend on parking enforcement (or other program) compared to revenue generated?

It would help to know the resources currently in place for STR enforcement to help determine whether these agency requests seem reasonable. If I'm interpreting correctly, they are asking for 16 full time employees plus \$1M in reserve for contingencies. Has there been any vetting of these requests and/or the amount associated with them? If I didn't know better, I would think this spending estimate is an effort to 1) kill the bill or 2) get more general fund resources in the form of Quality of Life Fund monies directed to these agencies.

That \$1M for potential litigation seems excessive and difficult to explain. Do we routinely set aside some amount of revenue at the same time we're asking for funding from other entities? It seems more expeditious to caveat that future litigation may require additional resources.

---

**From:** Courtney W. Story  
**Sent:** Friday, March 01, 2019 8:58 AM  
**To:** Deborah A. Vivien; Chad J. Brown; Gilbert A. Montaña  
**Cc:** Joycelyn E. Christopher  
**Subject:** RE: Updated STR Memo

Hi Deb,

See attached for both resolution R-19-7 and motions M-19-4 and M-19-6. All are related to STRs.

Thanks,

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Deborah A. Vivien  
**Sent:** Friday, March 01, 2019 8:10 AM  
**To:** Chad J. Brown; Gilbert A. Montaña  
**Cc:** Courtney W. Story; Joycelyn E. Christopher  
**Subject:** RE: Updated STR Memo

Thanks, please send a copy of the resolution

---

**From:** Chad J. Brown  
**Sent:** Thursday, February 28, 2019 4:05 PM  
**To:** Gilbert A. Montaña  
**Cc:** Courtney W. Story; Joycelyn E. Christopher; Deborah A. Vivien  
**Subject:** Updated STR Memo

Hi Gilbert,

As requested, attached is an updated memo regarding STR.

We look forward to your thoughts and we can discuss in more detail as needed. I have also copied Deb so that she can weigh in and provide feedback as needed (as this is just our initial memo).

As a next step (and once you approve), we can then craft a memo to CM Palmer (from you).

FYI: I have also given Joyce a hard copy for your binder.

Thanks.

Chad J. Brown  
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**From:** [Chad J. Brown](#)  
**To:** [Courtney W. Story](#)  
**Subject:** RE: Updated STR Memo  
**Date:** Friday, March 1, 2019 10:49:21 AM

---

Thanks. Please respond to her and send to the group.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Courtney W. Story  
**Sent:** Friday, March 1, 2019 10:42 AM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** FW: Updated STR Memo

For her first point, Jen mentioned that these fines don't end up in the GF ....

RE: her points on staffing estimates

There are currently 13 full-time employees dedicated to Short Term Rental Administration:

- 1 Short Term Rental Administrator,
- 2 Permit Analysts,
- 8 Code Enforcement Inspectors,
- 1 Office Assistant, and
- 1 Information Technology Specialist

With fringe benefits and salaries included, the current annual cost of personnel totals \$822,518. The STR Administration works collaboratively with other divisions of the Department of Safety and Permits' One Stop Shop. The Current Short Term Rental Administration additionally leverages the document management and case notice/scheduling services of the Administrative Hearings Bureau, which has 3 employees with a total personnel cost of \$211,670.

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NYC - <https://www.recode.net/2018/8/24/17779208/airbnb-suing-new-york-city-user-data-hosts-privacy-brian-chesky>

San Fran - <https://www.reuters.com/article/us-airbnb-sanfrancisco-settlement-idUSKBN17X254>

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Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**Sent:** Friday, March 1, 2019 10:13 AM  
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**Sent:** Friday, March 01, 2019 8:58 AM  
**To:** Deborah A. Vivien; Chad J. Brown; Gilbert A. Montaña  
**Cc:** Joycelyn E. Christopher  
**Subject:** RE: Updated STR Memo

Hi Deb,

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Thanks,

Courtney

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**From:** Deborah A. Vivien  
**Sent:** Friday, March 01, 2019 8:10 AM  
**To:** Chad J. Brown; Gilbert A. Montañó  
**Cc:** Courtney W. Story; Joycelyn E. Christopher  
**Subject:** RE: Updated STR Memo

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---

**From:** Chad J. Brown  
**Sent:** Thursday, February 28, 2019 4:05 PM  
**To:** Gilbert A. Montañó  
**Cc:** Courtney W. Story; Joycelyn E. Christopher; Deborah A. Vivien  
**Subject:** Updated STR Memo

Hi Gilbert,

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We look forward to your thoughts and we can discuss in more detail as needed. I have also copied Deb so that she can weigh in and provide feedback as needed (as this is just our initial memo).

As a next step (and once you approve), we can then craft a memo to CM Palmer (from you).

FYI: I have also given Joyce a hard copy for your binder.

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** RE: STR information  
**Date:** Thursday, February 28, 2019 3:59:08 PM  
**Attachments:** Memo.STREnforcement.V4.docx

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Oh, I already did before I saw this. Here it is, just in case.

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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---

**From:** Chad J. Brown  
**Sent:** Thursday, February 28, 2019 3:58 PM  
**To:** Courtney W. Story  
**Subject:** RE: STR information

Hey, I'll update the memo...

Thanks.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Allison M. Lee  
**Sent:** Thursday, February 28, 2019 3:51 PM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Cc:** Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>; Romy S. Samuel <[rssamuel@nola.gov](mailto:rssamuel@nola.gov)>; Mailan T. Le <[mtle@nola.gov](mailto:mtle@nola.gov)>  
**Subject:** STR information

Good afternoon,

Please see the attached document regarding the personnel funding for three (3) MDA I/Field Agents and two (2) Tax Collection Specialists I.

Thanks

**Allison M. Lee, M.P.A.**  
**Management Development Supervisor**  
**City of New Orleans – Finance Dept.**  
**1300 Perdido St, Room 3E06**  
**New Orleans, LA 70112**  
**(504) 658-1507 – Office**

(504) 658-1584 – Fax

Email: [amlee@nola.gov](mailto:amlee@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** STR + Amusement Tax Memos  
**Date:** Thursday, February 28, 2019 2:09:34 PM  
**Attachments:** AmusementTax.MemoV4.docx  
Memo STREnforcement.V3.docx

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STR memo is updated... just waiting on new numbers from Romy.

Amusement tax should be good to go. I just removed the table that had spots for revenue numbers and we can figure that out for further iterations. I did include the 1.9-2.5M range though

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** RE: Unified Short Term Rental Office - Draft Memo  
**Date:** Thursday, February 28, 2019 1:18:06 PM  
**Attachments:** Draft UNIFIED SHORT TERM RENTAL ENFORCEMENT OFFICE 190901.pdf

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Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

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---

**From:** Chad J. Brown  
**Sent:** Wednesday, February 27, 2019 2:53 PM  
**To:** Courtney W. Story  
**Subject:** FW: Unified Short Term Rental Office - Draft Memo

FYI- see page 8. This is what I referring too about Finance...

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Joycelyn E. Christopher  
**Sent:** Tuesday, January 29, 2019 10:39 AM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** FW: Unified Short Term Rental Office - Draft Memo

---

**From:** Jennifer R. Cecil  
**Sent:** Wednesday, January 9, 2019 6:48 PM  
**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** Unified Short Term Rental Office - Draft Memo

Mr. Montaño,

Attached is a draft memo that addresses the questions that you discussed with Zach and me in your office, after speaking with Cn. Moreno. It seeks to answers the questions you outlined with respect to the location and cost of a Unified Short Term Rental Office as proposed in Cn Moreno's Resolution. We tried to summarize the highest level most important points in the first page, and provide in depth information for your reference thereafter. Please review and let us know what



additional questions you would like addressed and any concerns that you have.

Thank you,  
Jen

---

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** STR Update  
**Date:** Thursday, February 28, 2019 11:53:45 AM

---

I talked to S&P and they included the staffing structure finance requested in front of City Council in 2016 (this was under Norm Foster and was provided when they asked what finance would need to collect STR fines). S&P had not yet reached out to Romy to see if this was still accurate/what was needed.

I emailed Romy earlier this morning to see if she had time to talk about this today and I haven't heard back from her yet, but I'll update you when I do.

C

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Fwd: STR Memo  
**Date:** Wednesday, February 27, 2019 8:07:30 PM

---

Sent from my iPhone

Begin forwarded message:

**From:** "Jennifer R. Cecil" <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Date:** February 27, 2019 at 7:57:42 PM CST  
**To:** "Courtney W. Story" <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Cc:** "Zachary R. Smith" <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
**Subject:** Re: STR Memo

Regarding the fines question for 2018. Unpaid fines are recorded on Tax bills, so payments from the liens applied last year are still coming in from this year's tax payments

\$334,725.00 assessed  
\$96,310.00 paid

Jennifer Cecil  
1300 Perdido St., Rm. 7W03, New Orleans, LA 70112  
(504) 258-5515; [jrcecil@nola.gov](mailto:jrcecil@nola.gov)

On Feb 27, 2019, at 2:12 PM, Courtney W. Story <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Thanks!

--  
Courtney Werpy Story, MPH  
Innovation Manager  
City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email  
[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

-----Original Message-----

From: Jennifer R. Cecil  
Sent: Wednesday, February 27, 2019 2:02 PM  
To: Courtney W. Story; Zachary R. Smith

Subject: RE: STR Memo

Yes -call you after my 2pm

---

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

-----Original Message-----

From: Courtney W. Story

Sent: Wednesday, February 27, 2019 2:01 PM

To: Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>

Cc: Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>

Subject: RE: STR Memo

Can one of you give me a call when you can?

Thanks!

--

Courtney Werpy Story, MPH

Innovation Manager

City of New Orleans

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112 Desk

504.658.7674 | Mobile 504.377.0296 | Email

[courtney.story@nola.gov](mailto:courtney.story@nola.gov)

-----Original Message-----

From: Zachary R. Smith

Sent: Wednesday, February 27, 2019 7:29 AM

To: Courtney W. Story

Cc: Jennifer R. Cecil

Subject: Re: STR Memo

Thanks for update.

Zachary Smith, AIA, CBO

Director

Department of Safety & Permits

[zrsmith@nola.gov](mailto:zrsmith@nola.gov)

504-658-7114

On Feb 27, 2019, at 7:24 AM, Courtney W. Story

<[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)> wrote:

Morning,

Gilbert, Chad and I are meeting to discuss this today. It hasn't gone out yet. I'll update y'all once I know more.

Courtney

Sent from my iPhone

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** RE: Unified Short Term Rental Office - Draft Memo  
**Date:** Wednesday, February 27, 2019 2:55:17 PM

---

Gothca... I saw that chart also and called Romy and she had no idea so I don't think they ran this buy her. Hopefully Zach/Jen will give me some more clarity when we chat.

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

---

**From:** Chad J. Brown  
**Sent:** Wednesday, February 27, 2019 2:53 PM  
**To:** Courtney W. Story  
**Subject:** FW: Unified Short Term Rental Office - Draft Memo

FYI- see page 8. This is what I referring too about Finance...

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Joycelyn E. Christopher  
**Sent:** Tuesday, January 29, 2019 10:39 AM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** FW: Unified Short Term Rental Office - Draft Memo

---

**From:** Jennifer R. Cecil  
**Sent:** Wednesday, January 9, 2019 6:48 PM  
**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>  
**Cc:** Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Subject:** Unified Short Term Rental Office - Draft Memo

Mr. Montaño,

Attached is a draft memo that addresses the questions that you discussed with Zach and me in your office, after speaking with Cn. Moreno. It seeks to answers the questions you outlined with respect to the location and cost of a Unified Short Term Rental Office as proposed in Cn Moreno's Resolution. We tried to summarize the highest level most important points in the first page, and provide in depth information for your reference thereafter. Please review and let us know what

additional questions you would like addressed and any concerns that you have.

Thank you,  
Jen

---

Jennifer Cecil

Director, One Stop for Permits & Licenses

1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112

[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

**From:** [Gilbert A. Montañó](#)  
**To:** [Chad J. Brown](#)  
**Cc:** [Courtney W. Story](#)  
**Subject:** Re: R-19-7  
**Date:** Tuesday, February 26, 2019 7:55:00 PM

---

Let's discuss tomorrow,

Thanks, Gilbert

Sent from my iPhone

On Feb 26, 2019, at 4:58 PM, Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)> wrote:

Hey Gilbert,

Please see email exchanges below.

I don't recall a memo sent to Council (from you) on this but one can be drafted at your request. I do recall our team sending you a revised memo on this (which is attached). The attached memo was revision to the memo S&P submitted to you. We can certainly update and revise for Council as needed (and when ready). I already know that one update should include additional costs for the Finance team (new staff).

It seems CM Palmer's office is inquiring specifically about the CAO's office looking into the application of NOQLF (New Orleans Quality of Life Fund) to fund the STR office (possibly as a standalone). Let me know if you have any initial thoughts on this or if there have been any preliminary discussions. The team can certainly look into this as well.

Thanks much.

Chad J. Brown  
Chief of Staff to the Chief Administrative Officer | City of New Orleans  
(o) 504.658.8605 | (e) [cjbrown@nola.gov](mailto:cjbrown@nola.gov)

---

**From:** Courtney W. Story  
**Sent:** Tuesday, February 26, 2019 8:03 AM  
**To:** Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>  
**Subject:** Fwd: R-19-7

Hey Chad,

Can you provide an update on the STR memo from Gilbert to Council?

Thanks!



Courtney

Sent from my iPhone

Begin forwarded message:

**From:** "Zachary R. Smith" <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
**Date:** February 26, 2019 at 6:38:37 AM CST  
**To:** "Jennifer R. Cecil" <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>, "Courtney W. Story" <[Courtney.Story@nola.gov](mailto:Courtney.Story@nola.gov)>  
**Subject:** Fwd: R-19-7

Courtney

Council is asking if the memo from Gilbert has been sent out. I'd imagine that something has been based on the numbers Jen sent. Any updates would be appreciated. Thanks.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
[zrsmith@nola.gov](mailto:zrsmith@nola.gov)  
504-658-7114

Begin forwarded message:

**From:** "Andrew J. Sullivan" <[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)>  
**Date:** February 22, 2019 at 12:31:08 PM CST  
**To:** "Zachary R. Smith" <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
**Cc:** "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Subject:** R-19-7

Hi Zach,

Thanks a ton to you and your staff for the report in response to R-19-7. Quick question: there is a section in that resolution regarding the CAO looking into the application of NOQLF to fund the STR office (possibly as a standalone). Do you know if there is a response to that forthcoming?  
Thanks,

**Andrew Sullivan**  
**Chief of Staff**  
Councilmember Kristin Gisleson Palmer, District 'C'  
1300 Perdido St., Room 2W70

New Orleans, Louisiana 70112

[Andrew.Sullivan@nola.gov](mailto:Andrew.Sullivan@nola.gov)

Office: (504) 658-1032

Cell: (504) 496-8889

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<Memo.STREnforcement.docx>

**From:** [Ashley Hodgini](#)  
**To:** [Ashley J. Becnel](#); [Zachary R. Smith](#); [Jennifer R. Cecil](#)  
**Cc:** [John D. Pourciau](#)  
**Subject:** RE: Resolution 19-7 - Short term rental platforms  
**Date:** Thursday, February 14, 2019 11:05:51 AM  
**Attachments:** image001.png  
image002.png  
image003.png  
image004.png  
image005.png  
image006.png

---

**EMAIL FROM EXTERNAL SENDER**

Yes! Thank you so much. I will circulate a calendar invitation.



**Ashley Hodgini**

Government Affairs Manager, Mid-South Region  
Expedia Group | HomeAway  
1011 W. 5th Street | Suite 300 | Austin, TX 78703  
(512) 592-4505  
[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)

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---

**From:** Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>  
**Sent:** Thursday, February 14, 2019 10:23 AM  
**To:** Ashley Hodgini <[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** Re: Resolution 19-7 - Short term rental platforms

I can't do 12, but would 12:30 work?

Sent from my Sprint Phone.

----- Original message -----

From: Ashley Hodgini <[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)>  
Date: 2/14/19 10:09 AM (GMT-06:00)  
To: "Ashley J. Becnel" <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>, "Zachary R. Smith" <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>  
Cc: "John D. Pourciau" <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
Subject: RE: Resolution 19-7 - Short term rental platforms

**EMAIL FROM EXTERNAL SENDER**

Great, thanks Ashley! We could do 3pm, but if that doesn't work 12pm CST today works for a call.



**Ashley Hodgini**

Government Affairs Manager, Mid-South Region

Expedia Group | HomeAway

1011 W. 5th Street | Suite 300 | Austin, TX 78703

(512) 592-4505

[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)

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---

**From:** Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>

**Sent:** Tuesday, February 12, 2019 5:34 PM

**To:** Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Ashley Hodgini <[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)>

**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>

**Subject:** RE: Resolution 19-7 - Short term rental platforms

Ashley,

Zach forwarded me your email. I'm the one who is working on the response to this resolution, and would be happy to discuss with you. Would Thursday afternoon work? I'm free before 3 pm.

Thanks!

---

**From:** Zachary R. Smith

**Sent:** Tuesday, February 12, 2019 2:16 PM

**To:** Ashley J. Becnel <[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)>

**Cc:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>

**Subject:** FW: Resolution 19-7 - Short term rental platforms

Zachary Smith, AIA, CBO

Director

Department of Safety & Permits

[zrsmith@nola.gov](mailto:zrsmith@nola.gov)

504-658-7114

---

**From:** Ashley Hodgini [<mailto:ahodgini@homeaway.com>]

**Sent:** Tuesday, February 12, 2019 1:55 PM

**To:** Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>

**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>  
**Subject:** Resolution 19-7 - Short term rental platforms

**EMAIL FROM EXTERNAL SENDER**

Hi Zach,

I wanted to reach out to you regarding the attached resolution which directs the Department of Safety and Permits to provide recommendations on platform accountability by February 15, 2019.

HomeAway is committed to supporting New Orleans as it continues to refine its regulation of STRs. Though you and I have touched on this issue in the past, I'd like ensure that your Department's report includes the latest technological and legal avenues for enforcement of short term rentals. We would like to speak with the Department to serve as a resource and to share our experiences from other cities. I'd be happy to work on setting a time this week to accommodate your schedule.

Thank you for your consideration of this request.

Best regards,  
Ashley Hodgini



**Ashley Hodgini**

Government Affairs Manager, Mid-South Region

Expedia Group | HomeAway

1011 W. 5th Street | Suite 300 | Austin, TX 78703

(512) 592-4505

[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)

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**From:** [Sinead C. Daniell](#)  
**To:** [Deborah A. Vivien](#)  
**Cc:** [Jennifer R. Cecil](#)  
**Subject:** FW: Attachments C and D for the 2018-19 Short Term Rental CEA  
**Date:** Wednesday, February 13, 2019 10:08:37 AM

---

FYI- The paperwork has been received, has been processed, and is awaiting formal approval.

*Sinead Daniell*  
Operations Manager  
One Stop Shop  
City of New Orleans  
504.658.7204

---

**From:** James Kelly [mailto:[JKelly@treasury.state.la.us](mailto:JKelly@treasury.state.la.us)]  
**Sent:** Wednesday, February 13, 2019 10:00 AM  
**To:** Sinead C. Daniell <[scdaniell@nola.gov](mailto:scdaniell@nola.gov)>  
**Subject:** RE: Attachments C and D for the 2018-19 Short Term Rental CEA

**EMAIL FROM EXTERNAL SENDER**

Good morning Sinead. Yes I received everything. I processed your cost report and submitted it for approval. I will let you know once it is approved.

James

---

**From:** Sinead C. Daniell <[scdaniell@nola.gov](mailto:scdaniell@nola.gov)>  
**Sent:** Wednesday, February 13, 2019 9:23 AM  
**To:** James Kelly <[JKelly@treasury.state.la.us](mailto:JKelly@treasury.state.la.us)>  
**Subject:** RE: Attachments C and D for the 2018-19 Short Term Rental CEA

Good Morning,

I wanted to confirm that you had received all paperwork that you needed for this. I received confirmation that the originals were delivered on Monday, just after 9AM.

Thank You,

*Sinead Daniell*  
Operations Manager  
One Stop Shop  
City of New Orleans  
504.658.7204



**From:** [Zachary R. Smith](#)  
**To:** [Ashley Hodgini](#)  
**Cc:** [John D. Pourciau](#)  
**Subject:** RE: Resolution 19-7 - Short term rental platforms  
**Date:** Tuesday, February 12, 2019 2:15:14 PM  
**Attachments:** image001.png  
image002.png

---

Thank you for sending this my way. As we are finishing up the report, we will be happy to consider this information.

Zachary Smith, AIA, CBO  
Director  
Department of Safety & Permits  
[zrsmith@nola.gov](mailto:zrsmith@nola.gov)  
504-658-7114

---

**From:** Ashley Hodgini [mailto:ahodgini@homeaway.com]  
**Sent:** Tuesday, February 12, 2019 1:55 PM  
**To:** Zachary R. Smith <zrsmith@nola.gov>  
**Cc:** John D. Pourciau <John.Pourciau@nola.gov>  
**Subject:** Resolution 19-7 - Short term rental platforms

**EMAIL FROM EXTERNAL SENDER**

Hi Zach,

I wanted to reach out to you regarding the attached resolution which directs the Department of Safety and Permits to provide recommendations on platform accountability by February 15, 2019.

HomeAway is committed to supporting New Orleans as it continues to refine its regulation of STRs. Though you and I have touched on this issue in the past, I'd like ensure that your Department's report includes the latest technological and legal avenues for enforcement of short term rentals. We would like to speak with the Department to serve as a resource and to share our experiences from other cities. I'd be happy to work on setting a time this week to accommodate your schedule.

Thank you for your consideration of this request.

Best regards,  
Ashley Hodgini

**Ashley Hodgini**  
Government Affairs Manager, Mid-South Region  
Expedia Group | HomeAway





1011 W. 5th Street | Suite 300 | Austin, TX 78703

(512) 592-4505

[ahodgini@homeaway.com](mailto:ahodgini@homeaway.com)

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**From:** [Deborah A. Vivien](#)  
**To:** [Chad J. Brown](#)  
**Subject:** Sorry QOL Fund  
**Date:** Thursday, January 31, 2019 5:32:19 PM

---

## Quality of Life Fund

The Quality of Life Fund is a state fund containing the dedication of state sales tax (3.97%) from short term rentals in Orleans Parish

The City received the payment for the first CEA of \$2M and, with the second CEA executed, is currently submitting the request for the remaining \$4.1M

It is expected that the \$4.1M will arrive in time to accrue back to CFY 18, which is where it is appropriated

Without any changes to the short term rental program, it is forecast that the Quality of Life Fund dedication will generate an additional \$4.1M in CFY 19, recurring annually thereafter

The funds from both CFY 18 and CFY 19 are already considered in the City's budget and do not constitute new money available to spend

Deborah Vivien

davivien@nola.gov  
Office: 504.658.8638  
Cell: 504.313.0699

1300 Perdido Street  
Room 3E06  
New Orleans, LA 70112

**From:** [Courtney W. Story](#)  
**To:** [Chad J. Brown](#)  
**Subject:** STRs and Ethics  
**Date:** Thursday, January 31, 2019 12:14:47 PM

---

Let me know if these are good or if you want/need more info

#### STR

- 1) Expand the capacity of STR Administration Office to allow for the ability to respond to incidents 24/7. This includes staff for: litigation, web-based enforcement, and inspections (Approximate Cost \$250K)
- 2) To staff the motions from Councilmembers Palmer and Moreno, Code Enforcement recommends at minimum hiring 6 full-time employees: 3 attorneys; 1 code enforcement inspectors; 1 permit analyst; and 1 web-based enforcement officers (Approximate Cost: \$511K).
  - a. In order to fully staff the office and additional enforcement activities, Code Enforcement recommends hiring 12 full-time employees: 4 attorneys; 1 paralegal; 3 code enforcement inspectors; 1 permit analyst; and 3 web-based enforcement officers (Approximate Cost: \$912K).

#### Ethics Policy

- 1) The City will be issuing an updated ethics policy that highlights resources and trainings available to help employees understand and adhere to ethics guidelines
- 2) The CAO is working with NOSHEP to develop and implement a credentialing system for employees who are required to perform City business at events that charge an admissions fee in lieu of receiving general admission tickets

--

Courtney Werpy Story, MPH  
*Innovation Manager*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7674 | Mobile 504.377.0296 | Email [courtney.story@nola.gov](mailto:courtney.story@nola.gov)

**From:** [Michael G. Tidwell](#)  
**To:** [Tara G. Richard](#); [Gilbert A. Montaña](#)  
**Cc:** [John D. Pourciau](#); [Liana Elliott](#); [Chad C. Dyer](#); [Arthur C. Walton](#); [Chad J. Brown](#); [Stephanie M. Hennings](#); [Norman L. White](#)  
**Subject:** RE: Media query on fees and fines enforcement  
**Date:** Wednesday, January 9, 2019 9:54:22 AM

---

From Jeff:

“Councilwoman Moreno mentioned she’d had conversations with Gilbert about the enforcement elements and that those shaped the resolution filed by the council on increasing enforcement/fees/etc. The one thing she mentioned specifically was the creation of a short-term rental office to specifically focus on enforcement, but said that would be part of a larger plan.”

Gilbert--- given Tara’s input below, and the conversations with Moreno referenced by Adelson--- do you feel comfortable speaking on record about this, or should we push it to a later date?

**Beau Tidwell**

Communications Director  
Office of Mayor LaToya Cantrell  
City of New Orleans  
[504-658-4924](tel:504-658-4924) (o)

---

**From:** Tara G. Richard  
**Sent:** Wednesday, January 9, 2019 9:27 AM  
**To:** Michael G. Tidwell <mgtidwell@nola.gov>; Gilbert A. Montaña <Gilbert.Montano@nola.gov>  
**Cc:** John D. Pourciau <John.Pourciau@nola.gov>; Liana Elliott <Liana.Elliott@nola.gov>; Chad C. Dyer <ccdye@nola.gov>; Arthur C. Walton <Arthur.Walton@nola.gov>; Chad J. Brown <cjbrown@nola.gov>; Stephanie M. Hennings <smhennings@nola.gov>; Norman L. White <Norman.White@nola.gov>  
**Subject:** RE: Media query on fees and fines enforcement

The Resolution is attached. As the Council considers amending regulations governing the short term rental industry, they are reaching out to the administration to discuss enforcement and related revisions outside of the realm of zoning.

If passed, the Resolution would direct the CAO to “examine enforcement efficiencies, including but not limited to, the feasibility of creating a standalone office to strengthen short term rental enforcement so that monies from the NOQLF are not distributed to multiple City departments. This will increase accountability and ensure that NOQLF funding is only used for short term rental enforcement purposes.”

It also directs the Department of Safety and Permits “to provide recommendations to the New Orleans City Council on improved platform accountability including, but not limited to: mechanisms

for improved data sharing, existing gaps in data provided by home-sharing platforms that would be beneficial to enforcement and facilitate oversight of the short term rental program of the short term rental program, platform registration, and tax/fee remission by February 15, 2019.”

I believe an interview on these topics would be premature at this juncture, but I am happy to discuss.

Tara

---

**From:** Michael G. Tidwell

**Sent:** Wednesday, January 9, 2019 8:59 AM

**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>; Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>

**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>; Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Stephanie M. Hennings <[smhennings@nola.gov](mailto:smhennings@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** RE: Media query on fees and fines enforcement

I’ve reached out to Jeff and will let you know what he says.

Adding Tara to the chain because (per the language of his initial query) he seems to be following up on things the CMs have said.

“Secondly, I’d like to talk with Gilbert **regarding the council’s resolution on fees/fines and enforcement more generally**. I’ve been told by several council offices that he and the administration may have some ideas of what can be done better, what the deficiencies of the current system and that he is eager to get a chance to fix some of the problems.”

I’ll get back to you with any specifics he provides, then we can talk about setting up a call.

Thanks.

**Beau Tidwell**

Communications Director

Office of Mayor LaToya Cantrell

City of New Orleans

[504-658-4924](tel:504-658-4924) (o)

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**From:** Michael G. Tidwell

**Sent:** Tuesday, January 8, 2019 4:05 PM

**To:** Gilbert A. Montaño <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>

**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; Chad C. Dyer <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>; Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Stephanie M. Hennings <[smhennings@nola.gov](mailto:smhennings@nola.gov)>; Norman L. White

<[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** RE: Media query on fees and fines enforcement

I don't, I only have what's there.

He seems to be working from conversations he had with Council.

I will reach out and ask him for more detail.

**Beau Tidwell**

Communications Director  
Office of Mayor LaToya Cantrell  
City of New Orleans  
[504-658-4924](tel:504-658-4924) (o)

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**From:** Gilbert A. Montaño

**Sent:** Tuesday, January 8, 2019 4:01 PM

**To:** Michael G. Tidwell <[mgtidwell@nola.gov](mailto:mgtidwell@nola.gov)>

**Cc:** John D. Pourciau <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>; Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>; Chad C. Dyer <[ccdye@nola.gov](mailto:ccdye@nola.gov)>; Arthur C. Walton <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>; Chad J. Brown <[cjbrown@nola.gov](mailto:cjbrown@nola.gov)>; Stephanie M. Hennings <[smhennings@nola.gov](mailto:smhennings@nola.gov)>; Norman L. White <[Norman.White@nola.gov](mailto:Norman.White@nola.gov)>

**Subject:** Re: Media query on fees and fines enforcement

Do you have his specific questions? We made changes during the budget process, but not sure which he is referring to.

Thanks, Gilbert

Sent from my iPhone

On Jan 8, 2019, at 3:25 PM, Michael G. Tidwell <[mgtidwell@nola.gov](mailto:mgtidwell@nola.gov)> wrote:

Gilbert --- please see media query below, from Jeff Adelson at the Advocate.  
He'd like to interview you regarding enforcement and collection changes. This was prompted by conversations with Council.

Would you have time to address this tomorrow morning? Do we have changes we're ready to talk about at this point?

Let me know what you can, when you can.

Thanks.

-B.

**Beau Tidwell**

Communications Director

Office of Mayor LaToya Cantrell

City of New Orleans

[504-658-4924](tel:504-658-4924) (o)

**From:** [M. Tyler Russell](#)  
**To:** [John D. Pourciau](#)  
**Cc:** [Tara G. Richard](#)  
**Subject:** STR Legislation Moving Forward Thursday  
**Date:** Tuesday, January 8, 2019 10:39:51 AM  
**Attachments:** R-19-7 Moreno STR Resolution 1-10-19.pdf  
M-19-4 STR Text Amendment Motion Palmer Giarrusso Banks and Moreno.pdf  
M-19-6 Palmer Banks Nguyen STR.pdf  
STR Legislation For Review 1-7-19.docx

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Hi John,

See attached STR Memo, the two motions, and resolution that are moving forward for approval Thursday. Delivered a physical copy around the office. Let Tara or I know if you have questions.

Thanks,

**Tyler Russell**

IGR Project Manager  
Office of Mayor LaToya Cantrell  
1300 Perdido St. | Suite 2E04  
New Orleans, LA 70112  
Office: (504) 658-4935



**From:** [Stephanie M. Hennings](#)  
**To:** [Courtney W. Story](#)  
**Subject:** FW: Resolution: Short Term Rental Enforcement (assistance from CAO and Safety and Permits)  
**Date:** Tuesday, January 8, 2019 10:27:47 AM  
**Attachments:** R-19-7 Short Term Rental Resolution re enforcement.pdf

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FYI

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Stephanie Hennings  
*Director of Innovation*  
**City of New Orleans**

1300 Perdido Street | Suite 8W03-A | New Orleans, LA 70112  
Desk 504.658.7649 | Mobile 504.322.9656 | Email [smhennings@nola.gov](mailto:smhennings@nola.gov)

---

**From:** Tara G. Richard  
**Sent:** Monday, January 7, 2019 7:15 PM  
**To:** Zachary R. Smith; Jennifer R. Cecil; Chad C. Dyer; Gilbert A. Montaño; Stephanie M. Hennings  
**Cc:** Arthur C. Walton; M. Tyler Russell; John D. Pourciau; Monika A. Gerhart; Joshua A. Zuckerman; Liana Elliott  
**Subject:** Resolution: Short Term Rental Enforcement (assistance from CAO and Safety and Permits)

Please see the attached Resolution. It is scheduled for approval on Jan. 10.

Thanks.

Tara

**Tara Richard**  
Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
[504-658-4931](tel:504-658-4931)

-

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**From:** [Jennifer R. Cecil](#)  
**To:** [Gilbert A. Montañó](#)  
**Subject:** RE: Resolution: Short Term Rental Enforcement (assistance from CAO and Safety and Permits)  
**Date:** Monday, January 7, 2019 8:19:11 PM

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Of course!

---

Jennifer Cecil

Director, One Stop for Permits & Licenses  
1300 Perdido St. | Rm 7E07 | New Orleans, LA | 70112  
[jrcecil@nola.gov](mailto:jrcecil@nola.gov) | Work: (504) 658-8661 | Mobile: (504) 258-5515

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**From:** Gilbert A. Montañó  
**Sent:** Monday, January 7, 2019 7:55 PM  
**To:** Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** Fwd: Resolution: Short Term Rental Enforcement (assistance from CAO and Safety and Permits)

Can you forward to Zach as well?

Thanks, Gilbert

Sent from my iPhone

Begin forwarded message:

**From:** "Tara G. Richard" <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>  
**Date:** January 7, 2019 at 7:15:22 PM CST  
**To:** "Zachary R. Smith" <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>, "Jennifer R. Cecil" <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>, "Chad C. Dyer" <[ccdyer@nola.gov](mailto:ccdyer@nola.gov)>, Gilbert A. Montañó <[Gilbert.Montano@nola.gov](mailto:Gilbert.Montano@nola.gov)>, "Stephanie M. Hennings" <[smhennings@nola.gov](mailto:smhennings@nola.gov)>  
**Cc:** "Arthur C. Walton" <[Arthur.Walton@nola.gov](mailto:Arthur.Walton@nola.gov)>, "M. Tyler Russell" <[mrussell@nola.gov](mailto:mrussell@nola.gov)>, "John D. Pourciau" <[John.Pourciau@nola.gov](mailto:John.Pourciau@nola.gov)>, "Monika A. Gerhart" <[Monika.Gerhart@nola.gov](mailto:Monika.Gerhart@nola.gov)>, "Joshua A. Zuckerman" <[Joshua.Zuckerman@nola.gov](mailto:Joshua.Zuckerman@nola.gov)>, Liana Elliott <[Liana.Elliott@nola.gov](mailto:Liana.Elliott@nola.gov)>  
**Subject: Resolution: Short Term Rental Enforcement (assistance from CAO and Safety and Permits)**

Please see the attached Resolution. It is scheduled for approval on Jan. 10.

Thanks.

Tara

**Tara Richard**

Director of Council Relations  
Office of Mayor LaToya Cantrell  
City of New Orleans  
504-658-4931

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**From:** [Helena N. Moreno](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** Re: STR state dedication  
**Date:** Monday, January 7, 2019 8:22:49 AM

---

But overall the fund has generated \$6.2 million and we're just waiting to collect the \$4.2m, right?

Sent from my iPhone

On Jan 7, 2019, at 5:50 AM, Deborah A. Vivien <[davivien@nola.gov](mailto:davivien@nola.gov)> wrote:

Helena,

If all goes as planned, we will receive \$4.2m during the 2018 accrual period in addition to the \$2m already received (total of \$6.2m in 2018) and \$4.2m in 2019. The 2018 number is bigger because it includes 18 months of collections beginning in July of 2017. Please note that 2019 does not contemplate any changes to the Airbnb policy.

Deb

Sent from my iPhone. Please excuse typos.

On Jan 6, 2019, at 12:58 PM, Helena N. Moreno <[Helena.Moreno@nola.gov](mailto:Helena.Moreno@nola.gov)> wrote:

Deb, we received \$2M from STR state dedication in 2018, and we are due \$4.3M in 2019 is that correct? Helena

--

**Helena Moreno**

Councilmember-at-Large

1300 Perdido Street, 2w40

New Orleans, Louisiana 70112

[Helena.Moreno@nola.gov](mailto:Helena.Moreno@nola.gov)

<image001.png>

[www.nolacitycouncil.com](http://www.nolacitycouncil.com)

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**From:** [Tara G. Richard](#)  
**To:** [John D. Pourciau](#); [Arthur C. Walton](#)  
**Subject:** FW: STR overview presentation  
**Date:** Thursday, January 3, 2019 1:09:34 PM  
**Attachments:** Short Term Rental Enforcement Brief.pdf

---

Can we set a time to chat about this?

Tara

---

**From:** Ashley J. Becnel  
**Sent:** Thursday, January 3, 2019 10:39 AM  
**To:** Tara G. Richard <[tgrichard@nola.gov](mailto:tgrichard@nola.gov)>; Zachary R. Smith <[zrsmith@nola.gov](mailto:zrsmith@nola.gov)>; Jennifer R. Cecil <[jrcecil@nola.gov](mailto:jrcecil@nola.gov)>  
**Subject:** FW: STR overview presentation

Tara,

Here's the STR presentation we've given before that outlines our enforcement steps. If you have any questions, don't hesitate to reach out!

Thanks,

Ashley J. Becnel  
Chief Zoning Official  
[ajbecnel@nola.gov](mailto:ajbecnel@nola.gov)

**From:** [Jennifer R. Cecil](#)  
**To:** [Deborah A. Vivien](#)  
**Subject:** RE: STR  
**Date:** Wednesday, January 2, 2019 2:33:58 PM

---

We have not. At this point the fees are also still uncertain. This will likely get very busy next week. We are particularly unsure how to estimate the impact of the affordable housing unit match. If I am able to catch up on emails, I'll try to circle back and see if I can include anything data-rific to share

---

**From:** Deborah A. Vivien  
**Sent:** Thursday, December 27, 2018 11:35 AM  
**To:** Jennifer R. Cecil <jrcecil@nola.gov>  
**Subject:** STR

Jenn,

Have you done any kind of analysis of how many units this proposed legislation will impact?

<https://myemail.constantcontact.com/District--C--Councilmember-Kristin-Gisleson-Palmer-Proposes-New-Short-Term-Rental-Legislation-.html?soid=1101890603744&aid=h4ApWGvac1c>

Thanks,

Deborah Vivien  
City Economist, City of New Orleans

[davivien@nola.gov](mailto:davivien@nola.gov)  
Office: 504.658.8638  
Cell: 504.313.0699

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